



Loyalty & Rewards **BEST PRACTICES** *guide*

Your essential guide for setting up and optimizing your loyalty & Rewards with Influence. Whether you're launching for the first time or fine-tuning an existing program, this resource offers practical steps and expert advice to help you get the most out of the features available.



Loyalty just got clearer.io

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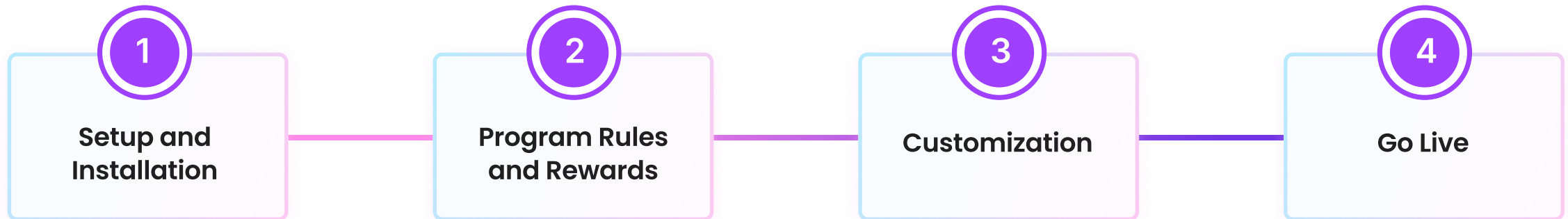
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Getting Started

4 Simple Steps for a Quick Launch Loyalty Program



Ideal for eCommerce merchants and marketers who want an effective solution, fast. From assigning reward values to widget installation, our quick launch process does the hard work for you.

By following these steps, you'll be able to reward your customers and grow your loyalty base in no time.

Step 01

Sign Up & Installation

The installation varies by platform, but we'll guide you step by step on your first login.

If you have developers, you can build a custom loyalty solution with our **API**.

Switching platforms? We'll guide you through a quick and easy migration. We handle point transfers and customer data, with support ready to ensure a seamless process.



Shopify

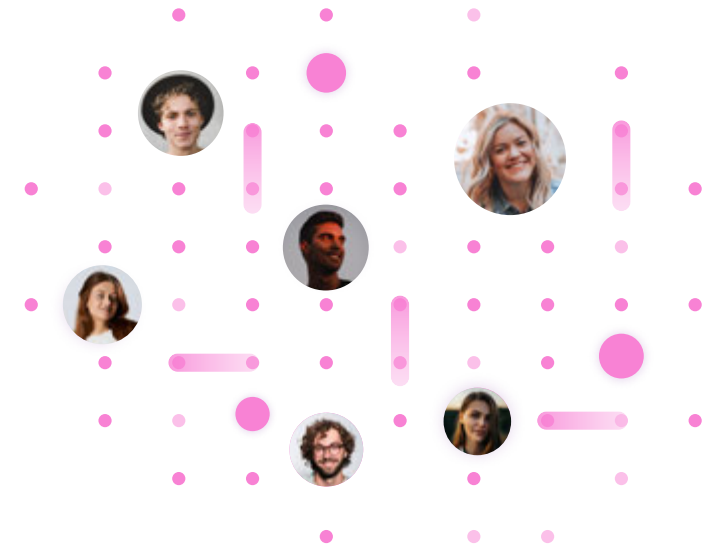


BigCommerce



Other?

Create bespoke
loyalty solution
using our API.



Step 02

Program Rules & Rewards

Next choose your program type. You can opt for a points based earn and redeem program, a referral program, or both.

Referrals

Offer rewards to customers who refer others, with both receiving benefits after a successful sale.

Earn & Redeem

Earn points for purchases, redeemable for amount or percentage discounts.



Users who use referrals only



Users who use earn & redeem only



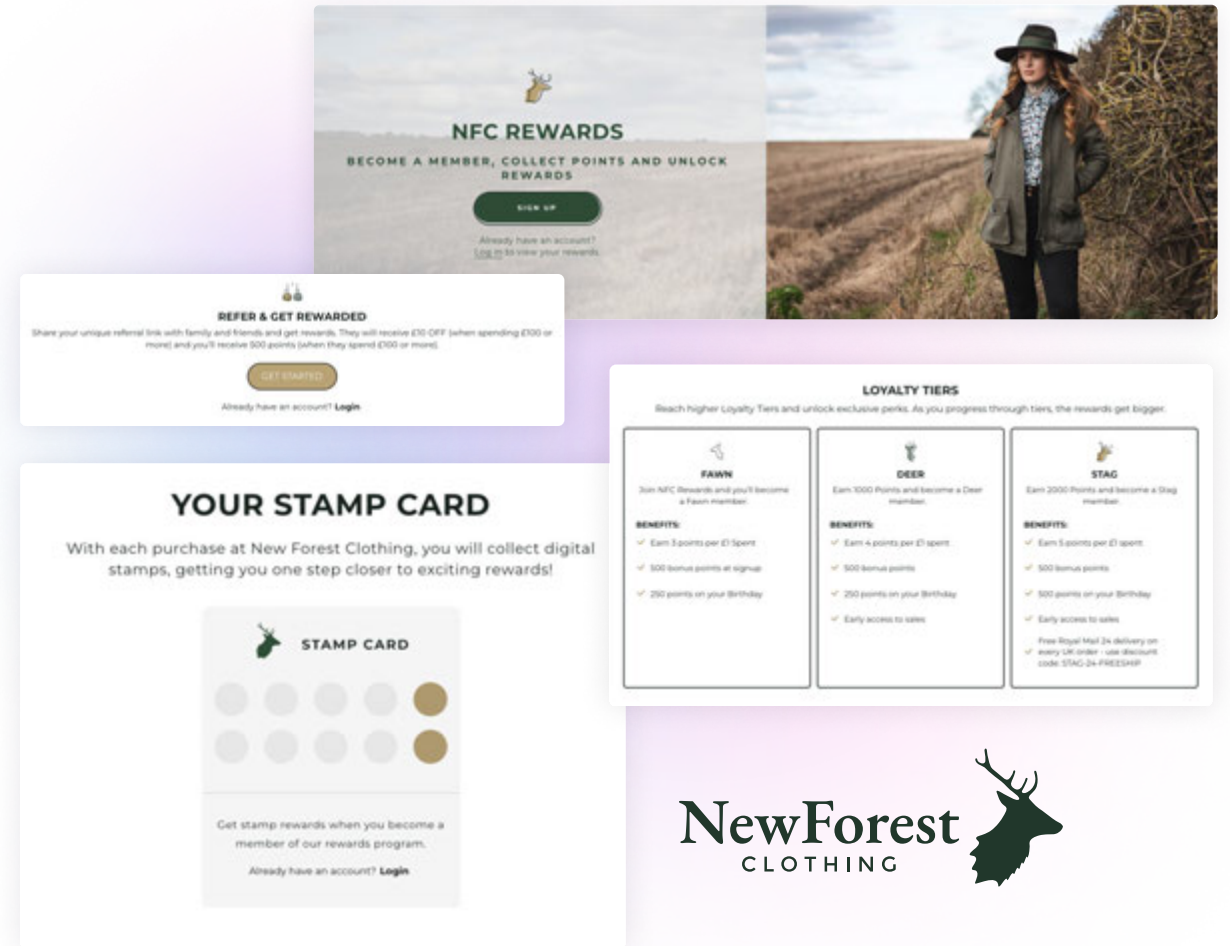
Users who use both earn & redeem and referrals

Step 03

Customization

Here you can match your program to your brand by giving it a name, and selecting your primary and secondary colors.

You can also choose between our floating, full page and pop-up widgets, all with no code installation.



Step 04

Go Live

Launching your program is easy—just toggle the button during onboarding or set it live later after exploring the dashboard.

Simply switch it on to activate.

Once activated, your loyalty program will go live, and your selected widgets will be displayed on the site.

Activate rewards programs

Choose the programs you would like to enable and show to your customers. When activated, widget will appear on your website.


- Points Program
- Referrals Program



Next Step

Elevate Your Loyalty Program with Advanced Tools & Features

Ready to take your loyalty program to **the next level?** 

These next steps are ideal for those looking to deepen customer engagement and maximize program impact. 

The advanced tools & features covered here are user-friendly and designed to enhance the customer experience, making it easy for you to drive meaningful interactions and long-term loyalty.



**Loyalty Tiers
Stamp Card**



**Earn & Redeem
Referrals**



Integrations

EARN & REDEEM

Elevate your earn and redeem program to deliver even more value to your customers – and your business.

Best practices to follow

Make It Simple

Use clear reward ratios, like multiples of 10, for easy balance calculation.

Add More Ways to Earn Points

Offer points for actions like sign-ups, birthdays, and social interactions using our earn rules.

Experiment with Rewards

Test different rewards like discounts, free shipping, products, and gift cards to see what works best.

Make Redemption Easy

Simplify the redemption process with clear instructions and minimal steps.

Promote Your Program

Use our range of widgets to keep your loyalty program visible across your website.

Automate emails

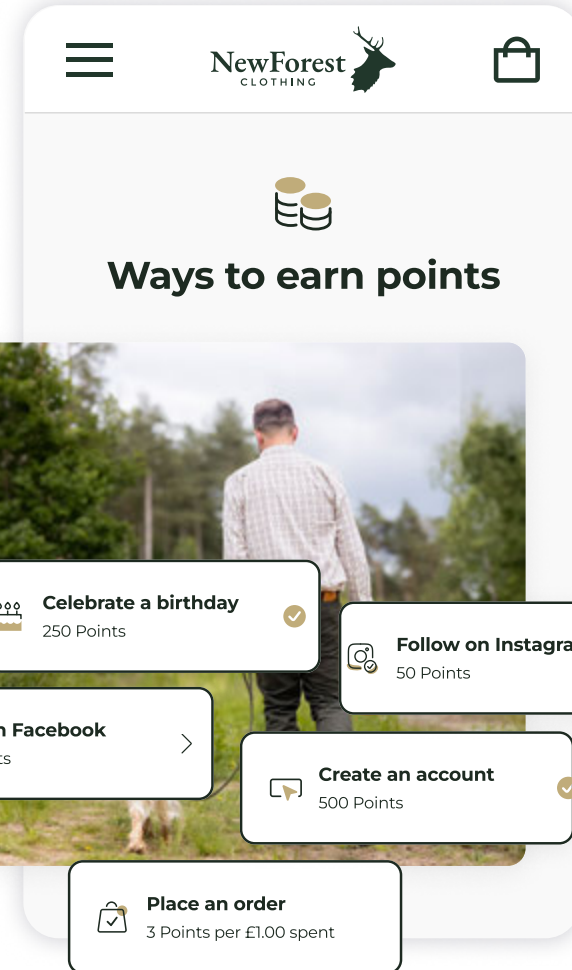
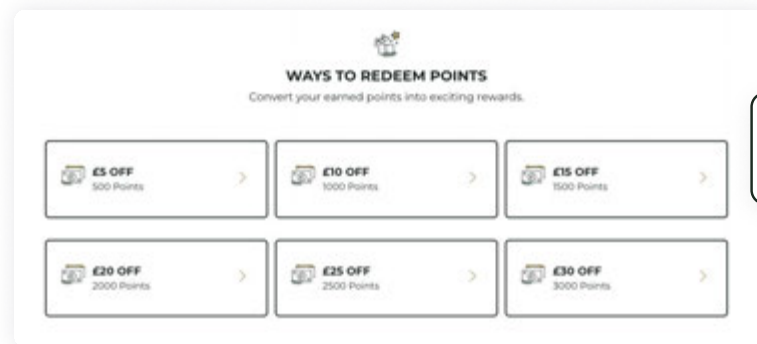
Set up triggers for loyalty notifications, balance updates and point expiry reminders.

EARN & REDEEM *Success Story*

Country style fashion brand **New Forest Clothing** offers customers a variety of earning options, including purchases, birthdays, social follows and review submissions.

Its program sees a high level of participation, with a **20%** redemption rate - well above the average

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REFERRALS

If you're not already using Referrals, they're a great way to encourage loyalty & reduce acquisition costs.

By leveraging your existing customers, you can attract new ones more effectively while rewarding your loyal base.

Here are some best practices to enhance your referral program

Customize Your URL

Brand your referral links to increase trust and clicks.

Offer Attractive Incentives

Offer appealing rewards to both referrer & referred to boost participation.

Simplify the Referral Process

Simplify referrals with clear instructions and easy sharing via email, SMS, and social media.

Target Your Most Loyal Customers

Focus on your most engaged customers, as they're more likely to refer others.

REFERRALS *Success Story*

Sheko's loyalty program is **referrals-only**, generating \$2,922.65 in referral revenue with referrals AOV amounting to \$71.51.

Sheko showcases the impact of customer advocacy. All performance is trackable through the Influence.io dashboard, proving the effectiveness of their referral-driven growth.

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The graphic illustrates a three-step referral process:

- Register & share.** Register here on our website if you don't have a customer account with us yet, or log in and receive a personal referral link that you can then forward to friends or family members. Please note that your friends must not have ordered from us yet for you to be able to advertise.
- Relax.** If someone opens your referral link and enters their email address, they will receive a personal €10 voucher code* with which they can place an order. You can sit back and do nothing else.
- Be happy!** If someone has ordered using the code from your link, you will receive a €10 voucher** for your next order with us 14 days after receiving the referral package! So, what are you waiting for?

[Recommend to friends](#)

The image shows a mobile app interface for Sheko and a diagram of the referral process:

- Website Header:** SHEKO logo, hamburger menu, and shopping cart icon.
- Main Image:** A hand placing a strawberry on a yogurt dessert next to a SHEKO strawberry yogurt can and a basket of strawberries.
- Referral Flow Diagram:**
 - A user profile for **Hanna H.** is shown.
 - A **Refer & get rewarded** popup displays: "They receive €10 off, you'll receive €10 off." and the referral link <https://referrals.influence.io/k5IG2> with a **Share** button.
 - A **Refer a Friend** box offers a **€10 off voucher**.
 - A **€10 off voucher** box is shown as a reward.

LOYALTY TIERS

Reward customers with increasingly valuable perks as they advance through the tiers – all based on their spending and engagement. This structure encourages participation and fosters strong brand loyalty.

By implementing a tiered system, you can:



Increase lifetime value

customers are motivated to spend more to reach higher tiers and unlock better rewards.



Enhance retention

the sense of progression encourages customers to stay loyal over time.



Personalize rewards

higher tiers allows for more tailored and exclusive benefits, increasing customer satisfaction.



Nurture high value relationships

access key data on your most profitable customers and use it to create targeted marketing campaigns.

LOYALTY TIERS *Use Case*



Change Starter

Benefits:

- ✓ Become a Change Starter by creating your F&F account
- ✓ Join & subscribe for 10% off your next order*
- ✓ 1 Point earned for every \$ spent
- ✓ Weekly offers, news & advice
- ✓ Access to the Facebook family group
- ✓ 15% Off on your F&F Anniversary*
- ✓ Earn 10 points for writing a review (to be approved)
- ✓ Earn 50 points for referring a friend who places an order
- ✓ No minimum to redeem your points



Change Maker

Benefits:

- ✓ Become a Change Maker by spending over \$250 in the last 12 months
- ✓ All the benefits from Change Starter plus...
- ✓ Free Express Shipping on orders over \$100 (AU only)
- ✓ Early access to sales
- ✓ Double point days



Game Changer - VIP

Benefits:

- ✓ Become a Game Changer by spending over \$500 in the last 12 months
- ✓ All the benefits from Change Maker plus...
- ✓ Free Express Shipping on orders over \$75 (AU only)
- ✓ Priority Shipping
- ✓ Early access to F&F Beauty Box
- ✓ Exclusive monthly offers

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flora&fauna
kind to the planet, people & animals



STAMPCARD

Try a modern twist on loyalty with the StampCard feature. Award virtual stamps for purchases, offering rewards like discounts, free shipping, or points.

Fully customizable, StampCards integrate seamlessly with **Google Wallet** for ease of engagement.

Simplicity & Familiarity

Easy for customers to understand and engage with, leading to higher participation.

Gamification

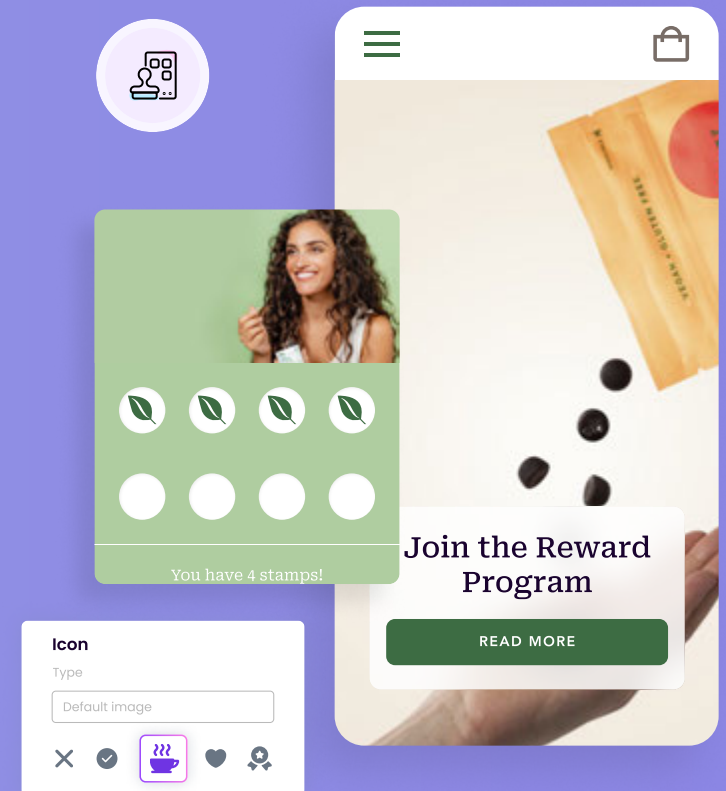
Adds an element of fun & challenge, motivating customers to complete their stamp cards and earn rewards.

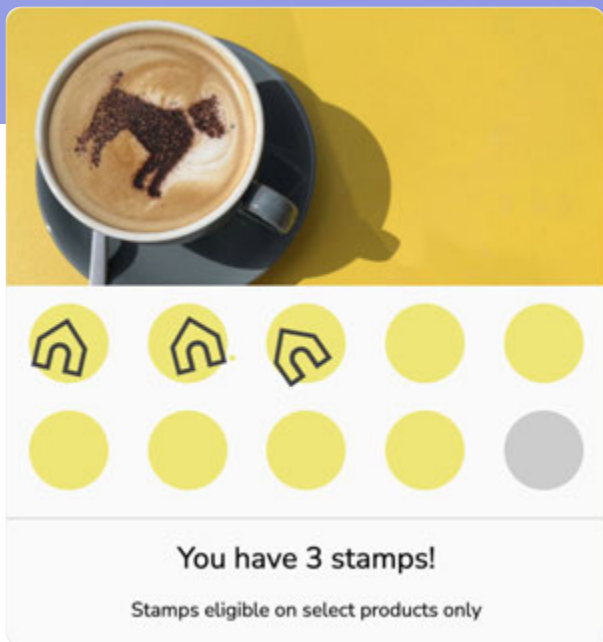
Brand Visibility

Your brand stays top-of-mind as the card lives on customers' phones, reinforcing brand recognition every time they check their Wallet.

Omnichannel Integration

Works both online and in-store, providing a seamless loyalty experience across different shopping channels. Shopify user? We integrate with Shopify POS too!





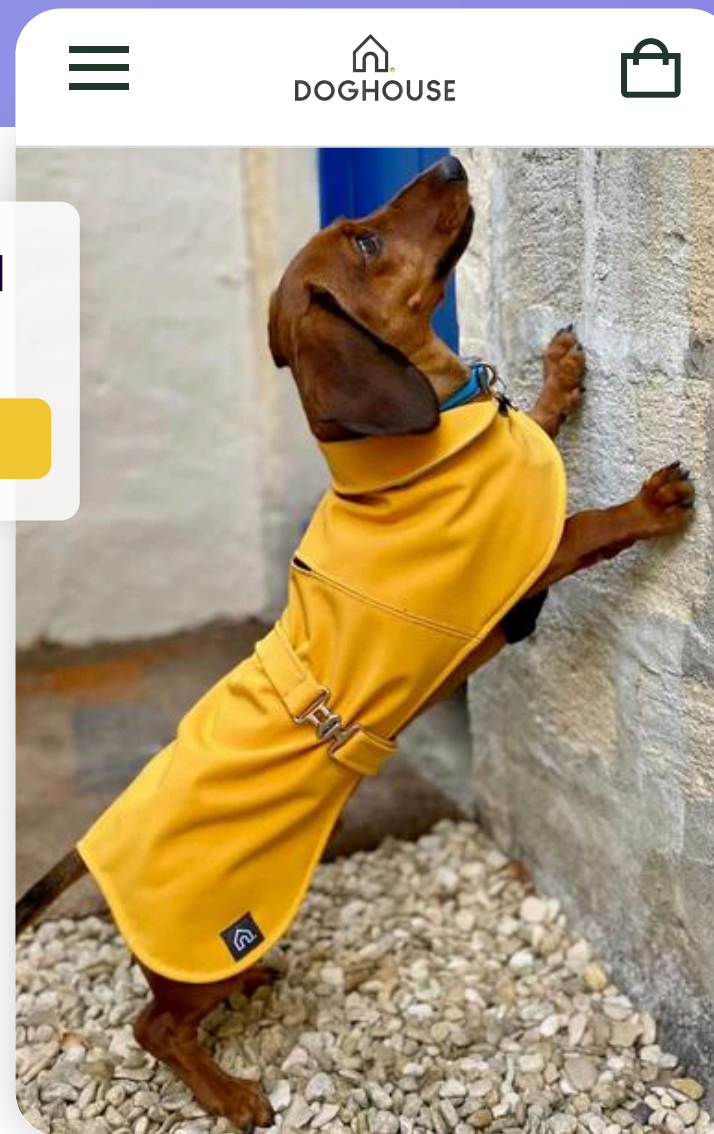
Join the Reward Program

READ MORE

STAMPCARD *Use Case*

See how Doghouse uses Stamp Cards to drive omnichannel engagement, rewarding customers both in-store and online through seamless integration with Google Wallet.

Read Now →



INTERGRATIONS

Influence.io integrates with the tools you know and love, allowing you to share data across your tech stack. Use our most popular integrations to level up your loyalty program, boost your brand reputation, and create more impactful touchpoints.



Integrating with REVIEWS.io is a great way to encourage customer reviews, UGC, and surveys by awarding points, building trust & brand credibility.

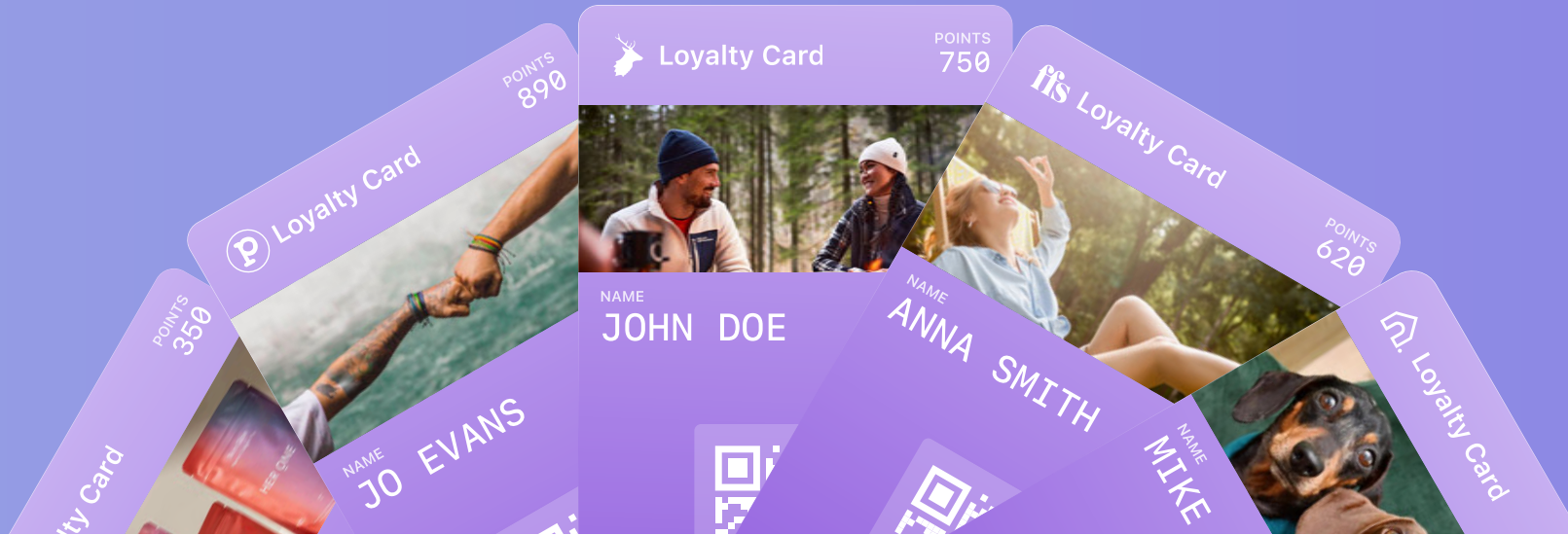


Connect your loyalty program with Klaviyo to automate personalized emails, track loyalty activities, and send tailored messages to segmented customer groups.



Shopify POS Intergration

Shopify user? Experience omnichannel loyalty at your fingertips. Let your customers earn points & redeem rewards both in store and online.



INTERGRATIONS *Use Case*

Why integrate? Our integrations let you seamlessly connect with the apps you already use, helping to elevate your loyalty program to the next level!

klaviyo ×  shopify ×  REVIEWS.io × **Influence** 

“

The way Influence.io integrates with our Klaviyo flows, **we can send people reminders when they hit a total amount of points**, just to let them know that that free shipping or that £5 or £10 off is there waiting for them.

We saw huge scope to improve our loyalty program and link it in with reviews better. We were looking for an alternative to the reviews platform we were using before and **seeing that Influence.io and REVIEWS.io work so well together** – that's why we got in touch with you.

Benji Anker

– New Forest Clothing Marketing Manager

”

Measuring Success

Use Influence.io Analytics to Track & Improve Performance

Our analytics dashboard allows you to monitor various aspects of your program so you can make informed decisions.

Regularly analyze this data to optimize your strategy, improve customer engagement, and maximize your return on investment.



The analytics you see will depend on the loyalty widgets you have active:

Earn & Redeem Analytics

Here you'll see key metrics such as points awarded versus points redeemed, and the overall redemption rate.

View the total number of enrolled customers and their status: members, guests, or blocked.

Track customer growth over time and attribute it to specific marketing efforts. The dashboard also highlights popular earn and redeem rules to identify what resonates with customers.

What We Recommend

- ✔ Set a weekly reminder to review these stats and track redemption trends.
- ✔ Monitor the impact of marketing campaigns on program adoption and customer engagement.
- ✔ Identify which rewards and rules are most effective, and adjust your program accordingly.

Referrals Analytics

Here you can track the revenue generated from referral orders, the average order value (AOV) of referrals, and overall referral activity.

These metrics reveal the financial impact of your referral program and highlight opportunities for improvement.

What We Recommend

- ✔ Regularly check the revenue and AOV from referrals to gauge the program's profitability.
- ✔ Identify trends in referral activity to optimize your referral incentives and messaging.

StampCard Analytics

Here you can track the number of stamps earned over time, as well as the stamps issued versus completed.

This data helps you gauge customer engagement with your StampCard feature and whether customers are redeeming their rewards after filling up their cards.

What We Recommend

- ✔ If customers are earning stamps but not redeeming them, consider sending reminder emails to encourage redemption.
- ✔ If customers are not collecting stamps, trigger reminders or adjust your StampCard offering to increase participation.

A best-practices guide, **built for you.**

This guide is designed to give you the insights and best practices needed to elevate your loyalty program.

Whether you're looking to start from scratch, explore new options, or make the switch to a more powerful platform, **we're here to support your journey.**

With the right tools and strategies, you can build stronger customer relationships, drive engagement, and boost your business growth.

[BOOK DEMO](#)



Influence 



Loyalty just got clearer.io