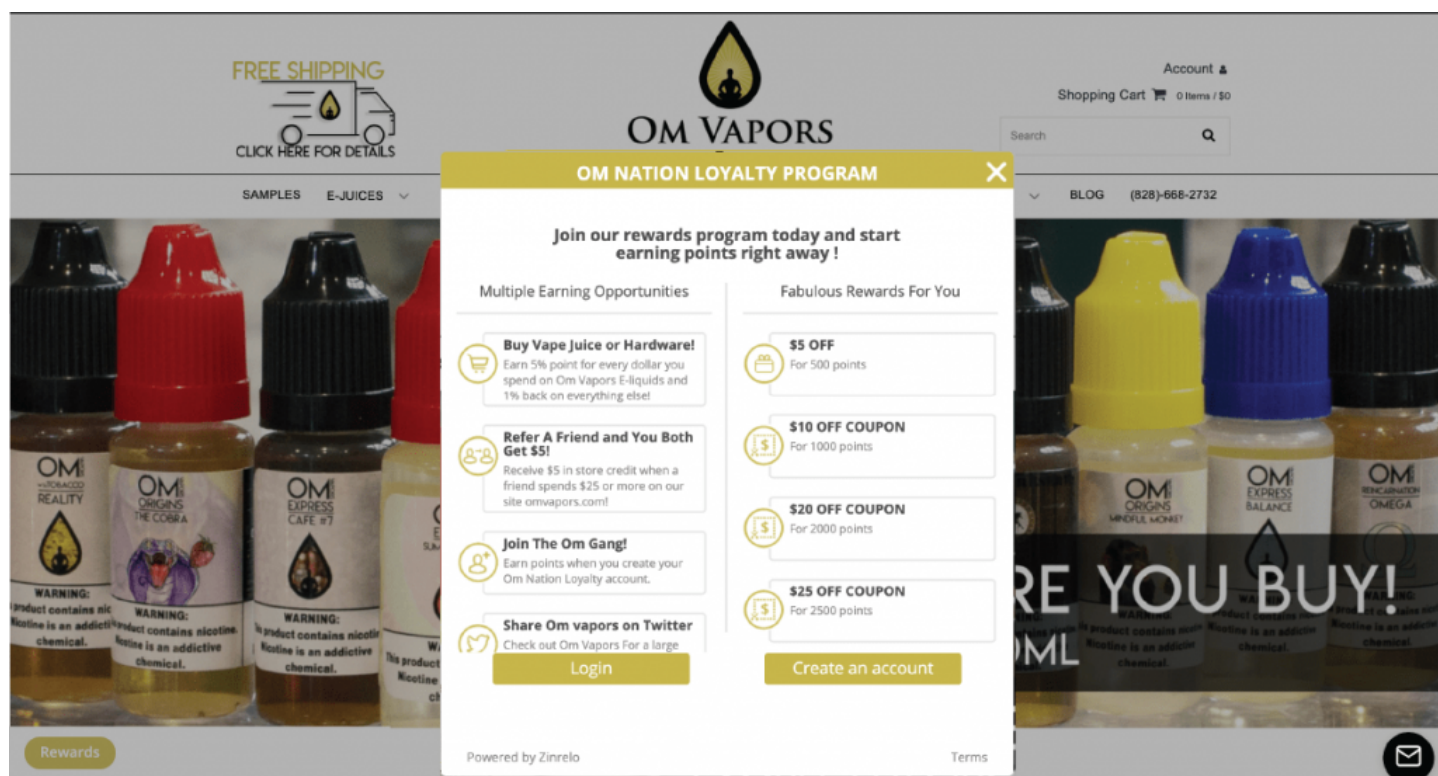


Zinrelo Loyalty Helps Om Vapors to Achieve 3.51X Increase in Repeat Purchase Revenue

Om Vapors uses Zinrelo's loyalty rewards platform to convert one-timers into repeat buyers.



San Jose, May 13, 2020 ([Issuewire.com](https://www.issuewire.com)) - With the objective to increase their repeat purchase revenue and engage with their loyal customers Om Vapors launched The Om Nation Loyalty Program.

While evaluating the loyalty rewards platform, Om Vapors was looking for a solution that could easily integrate with the 3dcart platform. Zinrelo offered them a program that was simple to install, easy to customize as per their brand requirements and very clearly visible to customers on their website.

The Om Nation Loyalty Program offers customers, multiple point earning opportunities with simple actions to create 360-degree engagement for Vape juice or hardware purchases made on website, refer a friend, account creation, sharing/ follow on social media channels. They also offer customers enticing coupons to save more!

Loyalty program emails saw an impressive a 28% open rate and a 19% click rate, this indicated a high level of interest and engagement among customers due to the rewards program.

"We witnessed an impressive 24.2% lift in Average Order Value with our rewards program. This is amazing!" commented Leslie Sandusky, Chief Executive Officer at Om Vapors. "The results from the rewards program are phenomenal. Our repeat purchase rate improved by 3.04X and repeat purchase revenues increased by 3.51X. We are delighted to see the immense value delivered by Zinrelo!"

"Zinrelo's loyalty rewards platform is helping businesses to reach out and make deeper long-lasting

connections with their customers. A rewards program ensures that customers do not go to competition, and this results in repeat business.” said Samir Palnitkar, VP of Customer Success at Zinrelo. “We are empowering businesses to create personalized & data driven rewards programs with ease.”

About Zinrelo:

Zinrelo is a modern-day, [loyalty rewards platform](#) that maximizes repeat sales and per-customer revenue through 360-degree customer engagement. Zinrelo unlocks customer loyalty across multiple dimensions including transactional, social, referral, engagement, behavioral and emotional loyalty. It supports omni-channel deployments that span across ecommerce, physical stores, phone orders and more.

Zinrelo uses deep [data analytics](#) to create a custom, highly optimized loyalty program. Advanced machine learning algorithms are used to identify customer clusters and targeted campaign strategies for these segments. Hundreds of businesses are using Zinrelo to leapfrog their competition and gain market share. Zinrelo has been consistently rated as the top loyalty management software as reflected in the current ranking on G2 Crowd.

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