
**Increases Customer
Reviews By 1.56X
& Repeat Purchase
Revenue By 1.69X**



"The PowerReviews-Zinrelo integration took five minutes. It's by far the easiest integration I can remember doing."

Bryan Pergakis,
Digital Marketing Manager at Jelly Belly.

Zinrelo's rewards program offered multiple points earning opportunities such as purchases made on website, writing reviews via PowerReviews, referrals, welcome & birthday bonus.

Jelly Belly started as a company specializing in candy corn. Today, it is the most popular type of jellybeans in the world. People eat enough of the beans in a year to circle the globe more than five times!

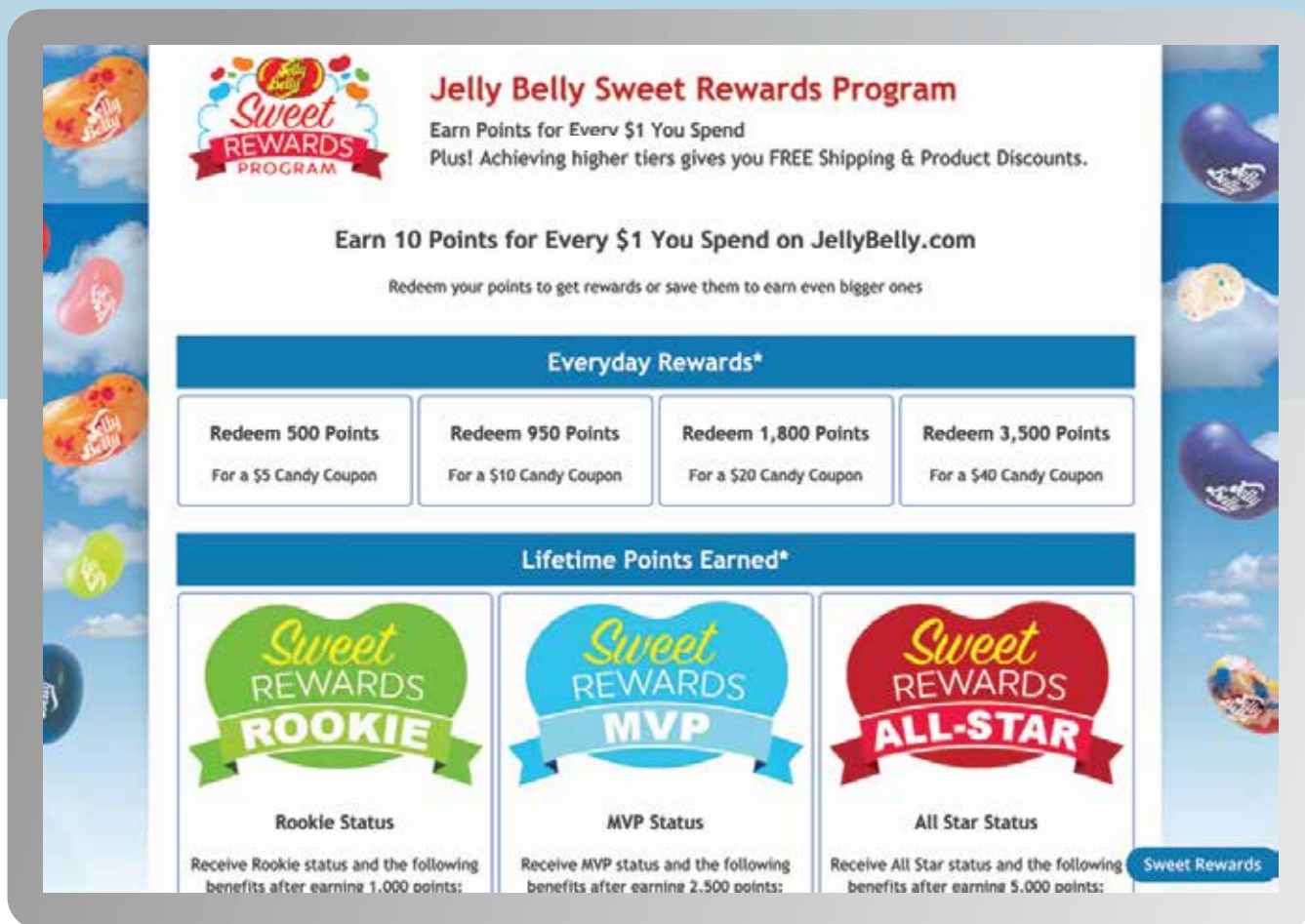
The Challenge

- ◆ Increase customer reviews and engagement
- ◆ Improve customer retention and repeat purchase revenues

The Solution: A two-pronged approach with Zinrelo & PowerReviews

To encourage customers to review Jelly Belly products, gamification of reviews played a vital role. This was possible through Zinrelo's platform and its integration with PowerReviews.

- ◆ PowerReviews maximized the volume and quality of reviews Jelly Belly could collect.
- ◆ The Zinrelo platform ensured a holistic customer engagement for Jelly Belly.






The graphic illustrates the Jelly Belly Sweet Rewards Program. At the top, it features the Jelly Belly logo and the program name. Below this, it states the earning rate: 'Earn 10 Points for Every \$1 You Spend on JellyBelly.com'. A table titled 'Everyday Rewards*' shows four redemption options: 500 points for a \$5 coupon, 950 points for a \$10 coupon, 1,800 points for a \$20 coupon, and 3,500 points for a \$40 coupon. Below the table, it shows three tiers of 'Lifetime Points Earned*': Rookie (1,000 points), MVP (2,500 points), and All Star (5,000 points). Each tier is represented by a colored ribbon and includes a description of the status and the benefits received.

Jelly Belly Sweet Rewards Program
Earn Points for Every \$1 You Spend
Plus! Achieving higher tiers gives you FREE Shipping & Product Discounts.

Earn 10 Points for Every \$1 You Spend on JellyBelly.com
Redeem your points to get rewards or save them to earn even bigger ones

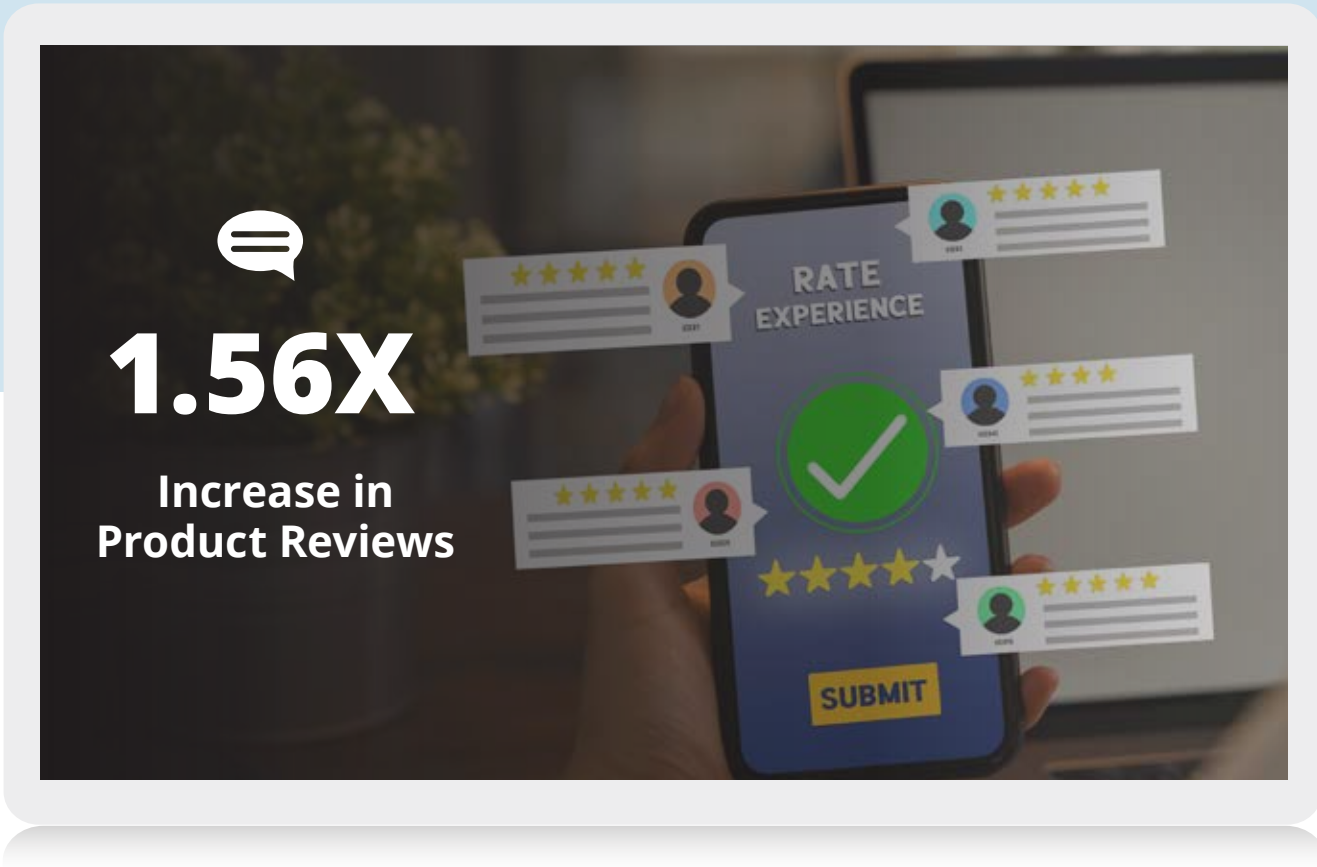
Everyday Rewards*			
Redeem 500 Points For a \$5 Candy Coupon	Redeem 950 Points For a \$10 Candy Coupon	Redeem 1,800 Points For a \$20 Candy Coupon	Redeem 3,500 Points For a \$40 Candy Coupon

Lifetime Points Earned*		
 Rookie Status Receive Rookie status and the following benefits after earning 1,000 points:	 MVP Status Receive MVP status and the following benefits after earning 2,500 points:	 All Star Status Receive All Star status and the following benefits after earning 5,000 points:

Sweet Rewards

Ratings and Review Collection

PowerReviews integration enabled Jelly Belly to boost the number of reviews and ratings they collected. PowerReviews designed display options to showcase reviews at high-impact moments in the shopper journey. This enhanced buyer confidence which helped boost sales.



The Methodology

Zinrelo's rewards program offered multiple points earning opportunities such as purchases made on website, writing reviews via PowerReviews, referrals, welcome & birthday bonus. This, along with a tier-based rewards program created 360-degree engagement. The points could be redeemed for a gift box, free shipping or for discount coupons that could be used towards further purchases on the Jelly Belly website.

The Results

Zinrelo loyalty program and PowerReviews together delivered three major benefits to Jelly Belly.



**Increase in
Product Reviews**



**Increase in
Customer Retention**



**Increase in Repeat
Purchase Revenue**

- Number of product reviews increased by 1.56X
- Retention increased by 1.77X
- Repeat purchase revenue increased by 1.69X

About PowerReviews

Founded on the premise of consumers helping each other, PowerReviews built a company elevating consumer opinions. More than a decade later, they are even bigger consumer champions and helping brands leverage their feedback for everyone to win.

Rewards Program Benefits

+92%

More Sales

+65%

Higher conversion rates

108%

More traffic

About Zinrelo

Zinrelo's modern-day loyalty rewards platform maximizes repeat sales and per-customer revenue through 360-degree customer engagement. Zinrelo encourages multiple dimensions of loyalty including transactional, social, referral, engagement and behavioral loyalty. It supports omni-channel deployments that span across desktop, mobile as well as physical stores. Zinrelo's data-driven approach is empowering brands to create powerful promotional strategies by fueling them with advanced data analytics.

Rewards Program Benefits

+80%

Repeat Sales

2.4X

Revenue per Customer

+50%

Profitability

[Request a Demo](#)



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