

# LET'S TALK ABOUT ECOMMERCE

And how can loyalty programs help with engagement and retention in this sector.



## Why does loyalty matter?

In an age where convenience is king, rewards systems should be able to integrate fully with your eCommerce platform. Create a sleek buying experience that rewards customers, whilst capturing insights with analytics tools and AI modelling.



## Challenges of this industry

Staying relevant and understanding customers is threatened by lack of engagement.

Lots of customer data but lack of insight - not knowing how to use data for strategies.



## How to achieve loyalty

Understand what makes your customers tick, and keep them coming back.

### USE YOUR PLATFORM

You won't have to completely revamp your online business to take advantage of our eCommerce loyalty software. Our flexible architecture allows us to integrate directly with a number of the most popular online store platforms, including Shopify, Magento and BigCommerce.



### MEANINGFUL INTERACTIONS

If you want to increase engagement with your customer base, our rewards software can help. It allows you to unlock insights, such as individual points balances, available rewards and earning opportunities, then interact with them using personalised loyalty emails and onsite notifications.

## Popular tech for this industry

Here are a few of the ways White Label Loyalty's tech can help you achieve loyalty in the eCommerce industry.



### LOYALTY ENGINE

Make any customer action rewardable with our event-based architecture, from social media activity to referrals.



### ANALYTICS

Our system provides you with meaningful insights at your fingertips, including custom queries and charts.



### CRM/ERP INTEGRATION

Use your existing CRM database to power your loyalty program or get our CRM functionality out of the box.

## eCommerce loyalty best practices



### Personalisation

In order to create long-term revenue growth, you need a way to connect with your customers and build true emotional loyalty.



### Gamification

Enhance your customer engagement by gamifying their loyalty experience with bonus points campaigns, competitions and challenges.



### Insightful data

Gain the power to update and improve your loyalty program by using data to see what is working and what isn't.

## Suggested use case

### B2C LOYALTY

Our platform helps you get closer to your customers so you can personalise their shopping experience. Make any behaviour rewardable with our event-based loyalty engine and become their eCommerce of choice.



For more information:  
[whitelabel-loyalty.com](http://whitelabel-loyalty.com)