

The Perfect Fit: Tailoring a Loyalty Program for a Pure Play Fashion E-Commerce

Brief Summary: Forte Partners collaborated with a leading e-commerce brand specializing in modest fashion to develop a state-of-the-art loyalty program adaptable to diverse customer demographics across multiple international markets. After an in-depth benchmarking study, the initiative defined the loyalty program strategy. Based on this strategy, an initial design was conceived and subsequently honed into the finalized program. Working in tandem with the client, Forte Partners drafted a business case, evaluated financial implications, and created a detailed redemption model. Additional support was furnished for strategic roll-out planning and simulating earn-and-burn mechanics. The finished loyalty program significantly improved customer engagement and served as a blueprint for future innovations.



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Case Study: Specializing in modest fashion, the company operates globally, serving customers in over 140 countries and engaging 20 million monthly visitors across multiple digital channels. With a product catalog exceeding 100,000 items from 1,000 diversified brands, the company dispatches thousands of orders daily to five continents. Acknowledged by numerous industry awards, it has adeptly scaled its operations worldwide while maintaining the entrepreneurial spirit of its startup beginnings.

Recognizing a rapidly evolving landscape and intensifying competition, the client identified the need to fortify customer relationships and drive long-term engagement. Despite a substantial customer base and broad global reach, the company lacked a structured loyalty program. This gap not only posed a risk of eroding market share but also represented a missed opportunity for maximizing customer lifetime value.

The project commenced with a thorough benchmarking study to define the strategic framework for the client's loyalty program. Leveraging this research and Forte Partners' domain-specific expertise, an initial conceptual blueprint was prepared and subsequently refined into the finalized program. This foundational work laid the groundwork for subsequent phases, aligning the client's loyalty strategy with industry best practices.

Following the confirmation of the strategic direction, the program's design was finalized, covering elements such as program mechanics, rules, creative assets, and communication materials. Collaborative efforts with the client's CRM team resulted in the construction of a comprehensive business case, emphasizing the program's financial metrics. A detailed redemption model was designed, incorporating simulation tools to evaluate multiple earn-and-burn scenarios and their financial ramifications. Support for implementation extended to both strategic and operational levels. Concurrently, specialized analytics tools enabled the client to fine-tune program features in real-time, adapting to market trends and emerging customer behaviors. The project culminated in comprehensive documentation in a standardized format and custom analytics tools designed for future performance measurement and scalability.

The implemented loyalty program has delivered measurable benefits, including increased average basket size, elevated order frequency, and enhanced category diversity. These results not only amplify customer engagement but also contribute to a measurable increase in revenue. Ultimately, the program has fortified emotional connections with customers, boosting both customer engagement and satisfaction metrics.

If you're considering revisiting your existing loyalty program or creating a new one, **let's connect** to discuss how we can support you.