

## Case study: Improving business value through bespoke API integration

### Partner goals

Funky Pigeon, part of WH Smiths group, were looking to increase the life time value and brand loyalty of its customers.

### Key requirements

#### Bespoke solution

To develop a bespoke customer engagement solution that improves the customer experience and reward customers for their loyalty.

#### Repeat purchases

To influence customers – who typically make one purchase per year – to return to make further online purchases of their personalised greeting cards and gifts.

#### Encourage loyal behaviour

To encourage customers to use their Funky Pigeon account/wallet.

### Partner outcomes

Customers were given the opportunity to join My Funky Rewards, an API-driven customer engagement solution.

This bespoke solution offered new members the opportunity to claim a welcome reward (£6.87) that is instantly credited to a Funkypigeon.com wallet, encouraging members to make a second purchase.

All metrics for the second purchase were tracked via the API integration, offering unprecedented shopper intelligence on repeat purchases, average order value, frequency of purchase and lifetime value.



### Key results

#### Second purchase

A third of My Funky Rewards members went on to make a second purchase within the first 6 weeks of membership.

#### Third purchase

Of the members who redeemed their reward and went onto purchase more credit, an impressive 66% went onto make a third purchase, thus providing the perfect mechanism to maximise sales, increase life time value and brand loyalty from Funky Pigeon's customer base.



“Very excited to have launched our own loyalty programme that offers our customers such a high value, benefits-rich proposition, whilst continuing to generate significant incremental revenue for the business. Encouraging customers to make a repeat purchase within six weeks makes a huge impact on our profitability, and we see this happening with My Funky Rewards.”

**Richard Pepper**  
Founder, Funky Pigeon

