

## CASE STUDY

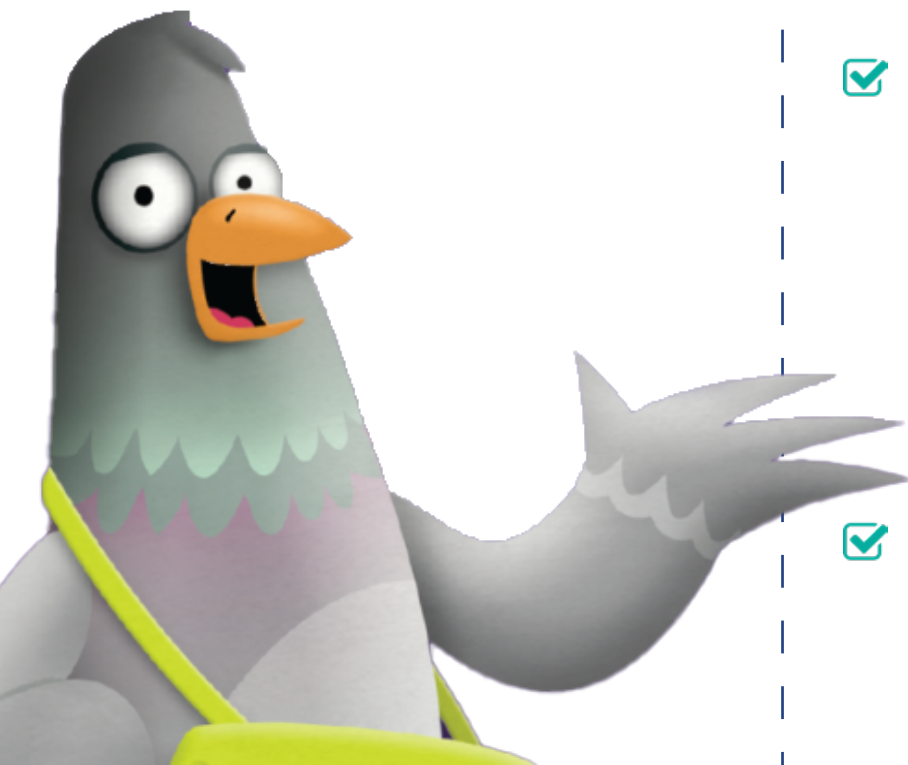
# Improving business value through bespoke API integration

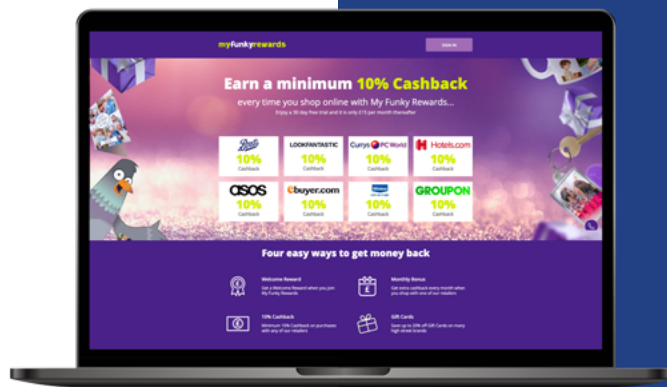
## Partner Goals

**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