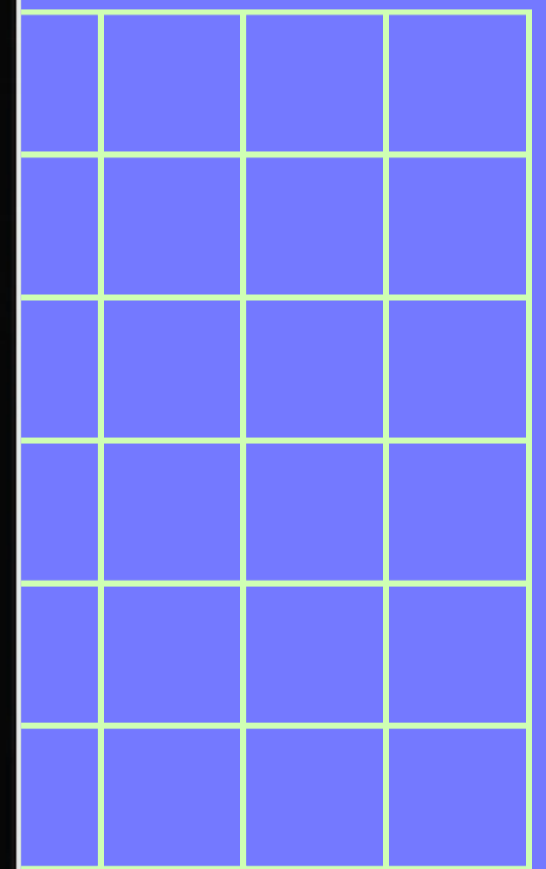


How did Rampage Coffee Co. see **62%** growth in order number with AiTrillion's Loyalty Rewards Program?



A CASE STUDY BY



About the client

Rampage Coffee Co., an eCommerce store of Food & Beverage made its presence in the market with the higher caffeine coffee blend that is delicious, smooth, and a healthier alternative to sugar-packed energy drinks

Dustin Blanchard founded the company with his wife Lauren in 2018. They did a small launch in January 2019 by handing out 100 coffee bags for free, simply asking the people to like and share on social media. After that, they started advertising seriously and experienced prompt growth in customer engagement with AiTrillion

Challenges

For every business, conversion is king. It's hard to make conversions consistently, especially during the Covid. It was challenging for Dustin and Lauren to set up unwavering communication between the brand and the customer. For startups like Rampage Coffee Co., it is essential to put collective efforts when it comes to sourcing new ways to sell products.



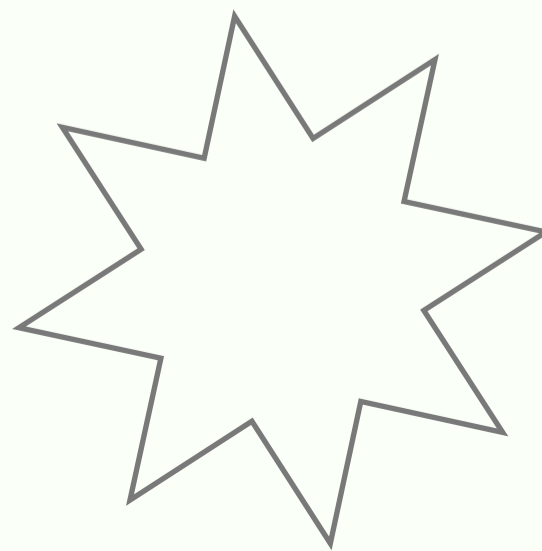
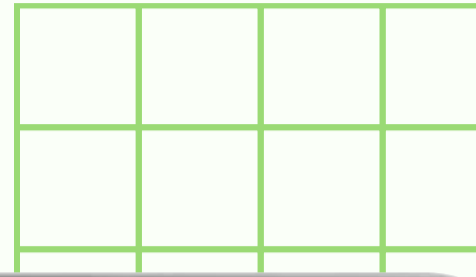
No proper strategy for customer retention



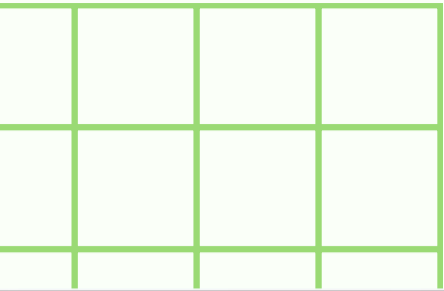
Cart abandonment rate was high



Building longer-term, more valuable relationships with customers



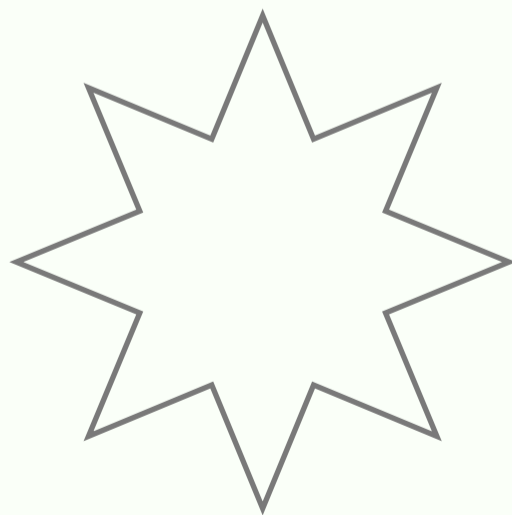
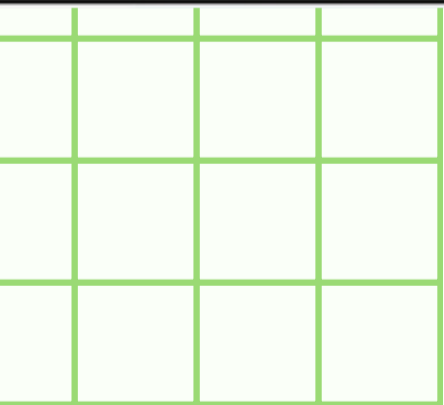
Solutions



Rampage Coffee Co. prides itself on making strong, rich, and smooth coffee blends that its customers would want to purchase again and again. Customer Success Manager at AiTrillion analyzed clients' needs and priorities and accordingly completed the setup of Super App, AiTrillion.

The software allowed the client to reach out to new customers as well as engage with existing customers with its tightly integrated AI-enabled 11+ eCommerce marketing modules, such as Email marketing, Loyalty Rewards Program, Customer Segmentation, Customer Timeline, and more.

With the launch of the Loyalty Rewards Program and its customized 18+ activity rules, client had observed that their repeat customer rate grew 26% over the last three months. Nearly 218K+ loyalty points were redeemed by Rampage Coffee Co. customers while shopping from the store.



973K+

Website visitors tracked



62%

Orders came from Loyalty



4 Million

Loyalty Points assigned to Rampage



26%

Repeat purchase rate



90%

Repeat customers engaged via Loyalty



218K

Loyalty points redeemed last year

#fortheloveofecommerce

Ready to see what we can do for you?

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