

How Linestore motivated customers to return to their Shopify store

Diller for Shopify

Diller partners with Shopify to bring enhanced loyalty and reward programs to the Shopify e-commerce platform. This partnership provides a low-priced loyalty platform for all Shopify stores - to help store owners boost customer retention and increase revenue. *Reward your customers, and they'll reward you back!*

About Linestore

Linestore is Holzweiler's multi-brand flagship store at Fornebu S outside Oslo, Norway. They also have the online Shopify store Linestore.no. They wanted to prevent a discount-related focus outside of the large sales periods of June/July and January. They found that a loyalty program is a great way to give back to the customers they want to give something back to - throughout the year.

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Loyalty programs are very effective for luxury brands, because customers who shop a lot can earn a good bonus. We want to give members a chance to be rewarded well when they shop a lot and often with us.

- Tobias Tjørstad, General Manager, Linestore

Start-up with Diller in August 2022

“We were in talks with several providers of loyalty programs, but they were too expensive. It would have been difficult to calculate a sensible ROI on such an investment. After we had decided on Diller, we set up an onboarding meeting, and were quickly up and running. It was a very smooth and straightforward process.”

- Tobias Tjørstad

40%
conversion
rate from
Shopify

(Purchase data analysis from a Norwegian interior design store)

64%
increase
in average
sales

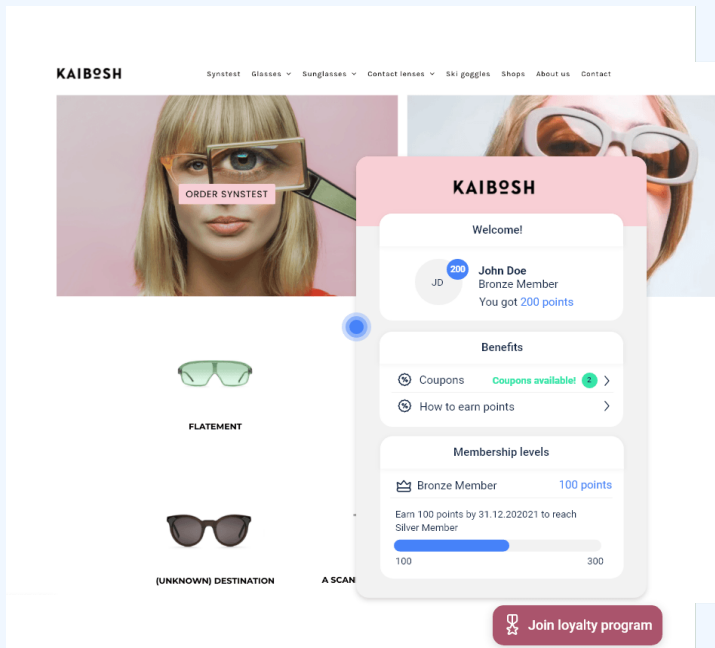
(Skintonic)

80%
increase in
sales after
SMS
sendout

(Purchase data analysis from a Norwegian clothing store)

Using Diller for Shopify to increase revenue

A customer loyalty program makes it easier to turn one-time shoppers into loyal customers, which in turn leads to increased revenue and overall growth of your ecommerce business.



When asked how important it was that Diller is integrated with their Shopify store, Tobias from Linestore said: *"It's essential. The integration between Diller and Shopify is seamless and good. This is absolutely necessary for us"*, continuing that having customers' purchasing history makes it easy to give their customers relevant recommendations based on previous purchases, which often leads to additional sales.

Results

In addition to digital advertising being more difficult to succeed with, it has also become increasingly expensive over the last year (Digital Information World, 2022).

With a loyalty program that uses mobile number and email as identification methods, you can directly communicate with your customers both through SMS and email. In fact, the success rate of selling to a customer you already have is 60-70%, compared to only 5-20% for new customers (Marketing Metrics). Therefore, the most effective marketing strategy to date is to offer rewards, incentives, activities and much more, to help get customers back to your store - again and again.

As Tobias in Linestore said about his previous experience at NET-A-PORTER, *"we saw that as much as 90% of the revenue came from returning customers. We learned that a good relationship with loyal customers was incredibly important"*.

Succeed with Diller for Shopify and SMS marketing



- ✓ Interior design store experienced 40% conversion of Shopify customers to members
- ✓ Furniture store experienced 21% conversion of Shopify customers to members
- ✓ Garden store experienced 87% increase in transactions and 72% increase in turnover after an SMS campaign
- ✓ Beauty store experienced 71% increase in transactions and 74% increase in revenue after an SMS campaign

Corado Coffee Roasters ★ ★ ★ ★ ★

Very easy to set up the app. It's perfect for creating a good-looking loyalty program widget, that is customized to my brand and webshop. Super friendly and helpful support team! They answer very fast and do everything to help you out. Great experience so far

Bolina ★ ★ ★ ★ ★

Thank you very much for the fantastic follow-up when we launched our loyalty program from Diller. You guys made the whole process painless. Looking forward to seeing what we can achieve together. We really recommend Diller AS to anyone that need a loyalty program on the Shopify platform.

Henriks Herre ★ ★ ★ ★ ★

Great app and customer service! The loyalty features combined with the SMS engine and mail integration towards MailChimp is a winner for me. Thanks to Erik for helping me set everything up!