



## iHair Doubled Conversions in a Short Span by Assigning 16.1M+ Loyalty Points



iHair is a hair extension store that sells only freshly cut, human hair in small and large batches at the best prices. Their hair extensions are free of chemical treatment and excellent for both hair enrichment and hair extension.

iHair offers a full warranty on all products purchased from it. They blend, weave, and tangle their hair extensions themselves from high-quality raw braids. This way they processed and delivered hair extensions to their customers with the highest quality assurance requirements.

### How We Did It

- Successfully accomplished **84,806 engagement events** which include Push Notifications, Email Marketing, Smart Popups, Announcement Bar, Chatbot, Loyalty Rewards, and Review Requests.
- **93.62% of customers are engaged** in Engagement Meter.
- **Tracked 226,177 website visitors** and 13,296 customers' behavior across the website.
- Assigned **16.1Million+ Loyalty Points** among iHair's customers.

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Engagement Events

**93.62%** ↑

Customers Engaged

**226,177** ↑

Audience Tracked

**16.1M+** ↑

Loyalty Points Assigned