

THE MACA TEAM

SELECT PERUVIAN MACA

\$300,000 in
just 3 months
of rewards.



Client Profile

« The Smile.io team was a great help getting the app integrated with my Bigcommerce store. They answered all of our questions about the software and customer loyalty rewards in general.

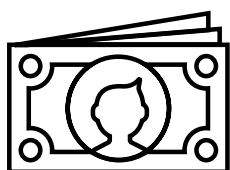


Mark Ament
CEO

I love that they continue to improve the product and make sure to let us know about each update!»

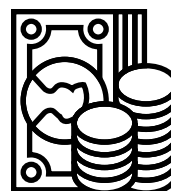
\$300K

Reward Member
Revenue



\$130K

Repeat Purchase
Revenue



3,883

New Reward
Members



31%

Repeat
Purchase Rate



The Maca Team

A family-run business of true Maca specialists!

The Maca Team is a family-run business focusing on bringing the benefits of Maca to their customers. Maca is a Peruvian root that has some amazing benefits for the body, and The Maca Team makes it easy for shoppers to realize those benefits.

The Maca Team is not a health food store - instead, they focus on one product and do it extremely well! This single dedication allows them to source the highest quality product that are completely organic, and offer it at fair prices.

Mark and his family have created a business that is focused on quality, the fair treatment of producers, and customers - all built on an obsession with Maca!

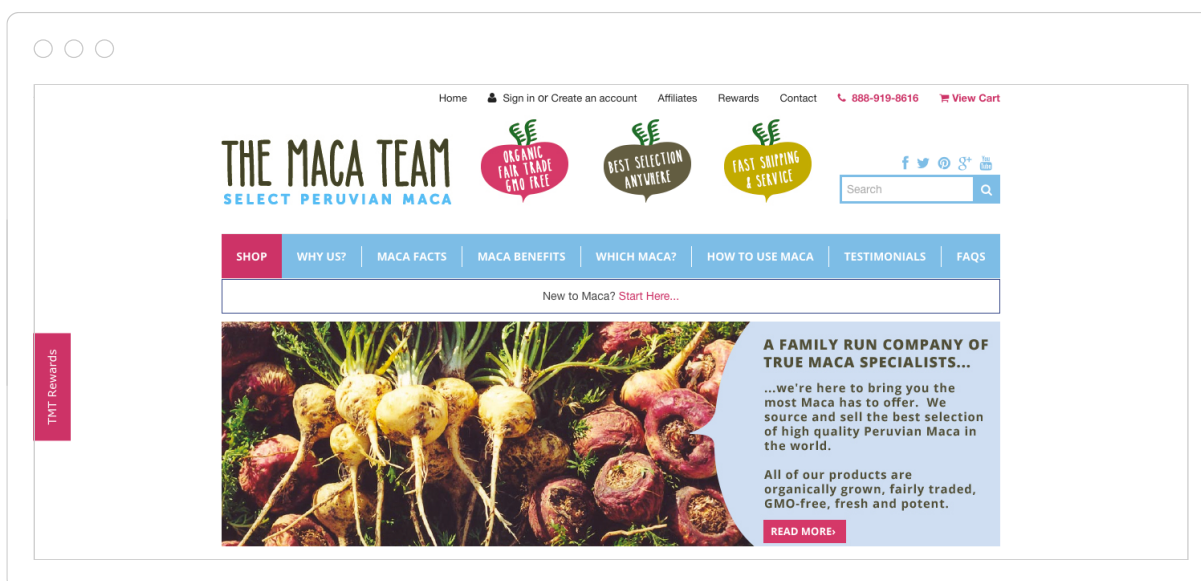
Rewards Program Powered By:

THE MACA TEAM
SELECT PERUVIAN MACA

 smile.io

The Maca Team is all about serving their customers. Passionate about the products they sell, they have the best collection of free resources about Maca you will find anywhere on the internet. They also have a business model that is focused on sustainability and putting the customer first.

A Smile.io rewards program was the secret ingredient that took the customer-first experience at The Maca Team to the next level!



Results

The following results were seen after just three months of Smile.io.

In just a few short months after launching Maca Team Rewards, they generated \$334,000 in revenue from rewards members only.

\$300K
Reward Member
Revenue



The goal of any rewards program is to get customers to shop with you more frequently, spending more on each additional purchase. The Maca Team Rewards has achieved this objective with a whopping \$130,000 in repeat sales!

\$130K
Repeat Purchase
Revenue

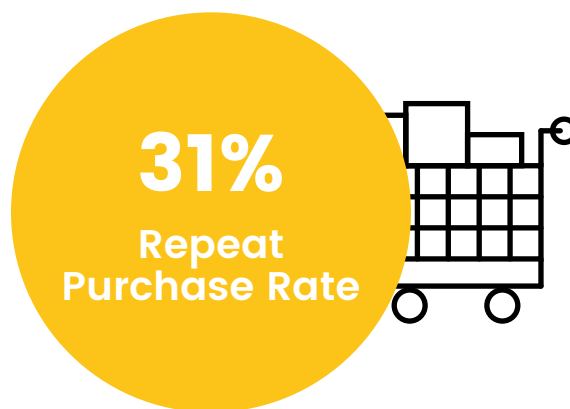


A rewards program that is well-structured attracts members. The Maca Team has done an amazing job of showcasing what members can expect when they join. This is why they are gaining 1,000+ members every month.

3,883
New Reward
Members



The Maca Team has a repeat purchase rate of 31%. This is much higher than the average ecommerce site, and is a testament to their focus on the customer experience.



The Maca Team Rewards

They say that you only get one chance to make a lasting first impression. That is why we always recommend you give your shoppers welcome points when they join your program.

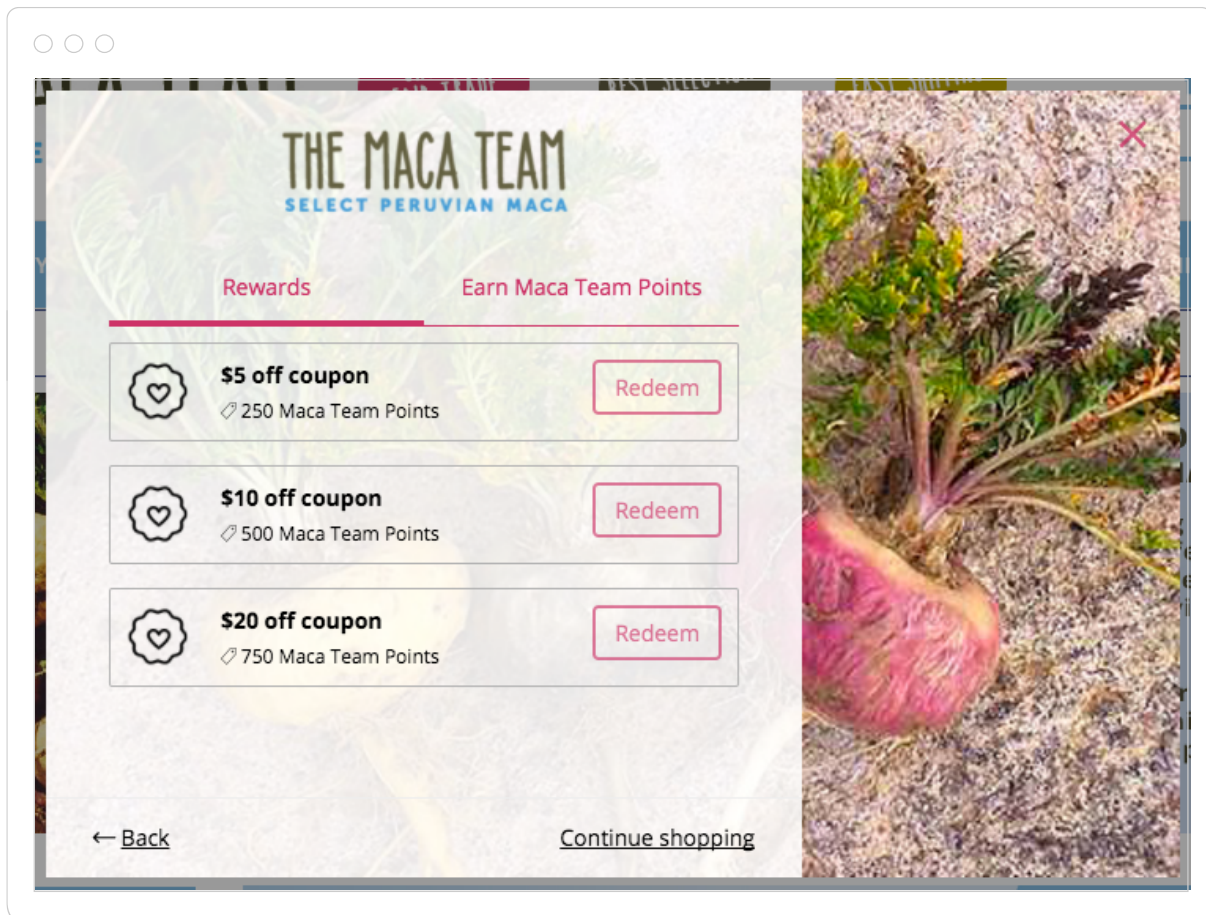
The Maca Team

You just earned 50 Maca Team Points!

Your current balance is 50 Maca Team Points. When you have at least 250 points, you can use them for discounts on all of our Maca products.

[Spend your Maca Team Points](#)

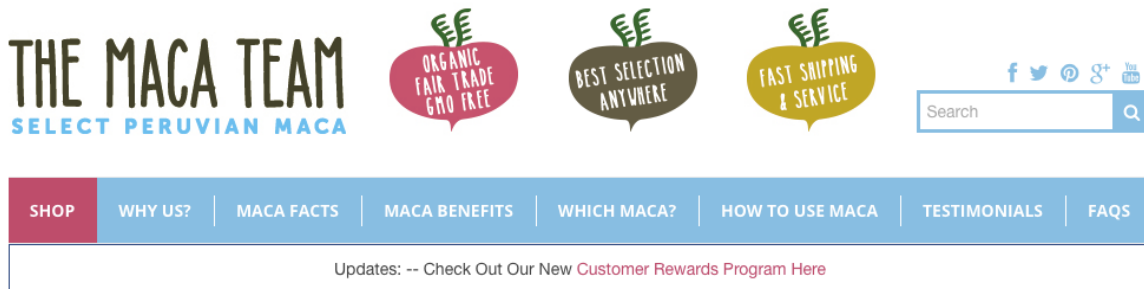
Welcome points show your members that you are focused on providing value. It is even more effective if the welcome points are enough for a reward - something The Maca Team offers.



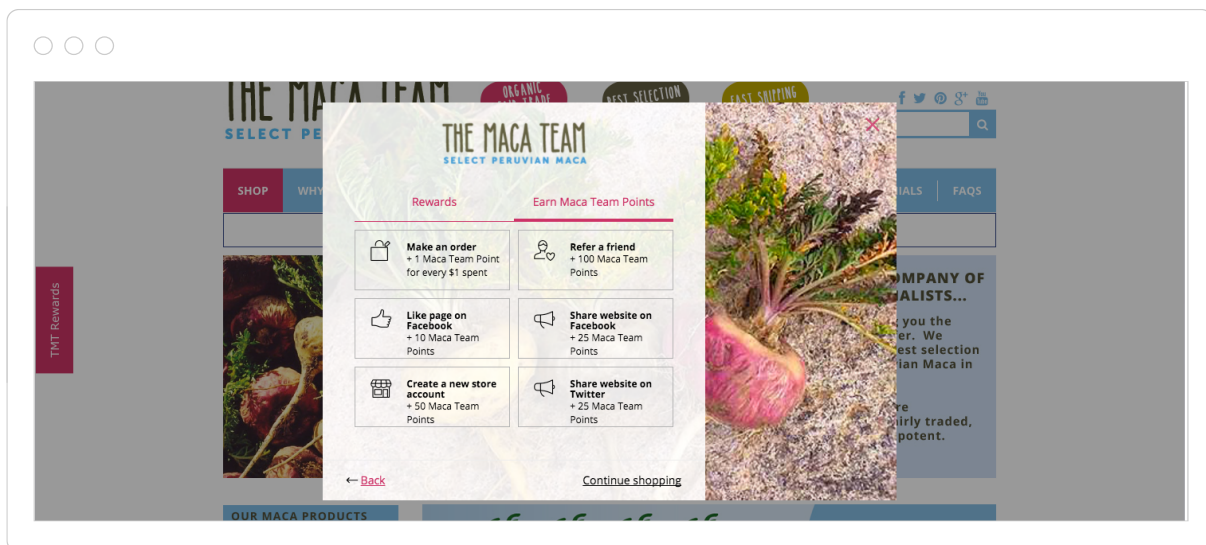
Once enrolled in the program, members can immediately redeem their points for store credit. The Maca Team Rewards gives customers \$1 off per 50 points earned.

This instant gratification proves the value of the program to its members. Customers can also choose to save up their points for a \$5, \$10, or \$20 discount if desired.

We love the way that The Maca Team has integrated their program into their site. A rewards program is only effective if it is accessible and provides real value.



After launching their program, The Maca Team added a call out to their site header inviting shoppers to learn more about the program. This link took shoppers to a dedicated explainer page where they had the chance to explore the ins and outs of the program.



The Maca Team also employs a rewards tab that's visible on every page. With branded colours and custom photography, their program becomes a totally integrated solution. These considerations are why their program is adding more than 1,000 members a month!

The final key to The Maca Team Rewards program is delivering an amazing customer experience with every transaction. The Maca Team does this by giving their customers a multitude of ways to earn points, including placing orders, sharing on social, and referring friends.

Engaged members spend more, and that explains how they were able to generate \$300,000 in only a few months.



**Want to see results like these?
Get in touch to find out how Smile.io can
improve your business!**

Contact Information.

sales@smile.io

1-855-699-9322

www.smile.io