

How **inkbox**  
saw \$100K  
in rewards  
revenue in  
1 month.



# Client Profile

« The goal of launching a rewards program with Smile.io was twofold: to increase customer retention and drive repeat purchases, and to have a new way to incentivize for purchases. In the one month since we launched our Tribe program, we've seen an 80% increase in repeat purchases and issued over 3 million points to our 70K loyalty members.»

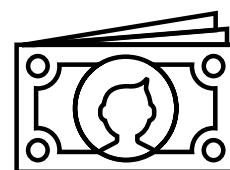


Tyler Handley  
Co-Founder & CEO

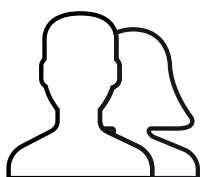
**+ 80%**  
Repeat  
Purchases



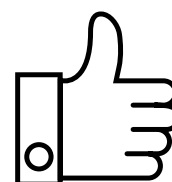
**100K**  
Reward Member  
Revenue



**70K**  
Reward  
Members



**+ 80%**  
Social  
Sharing



# inkbox

**inkbox is a temporary tattoo studio based in Toronto, Canada.**

Several years ago, two brothers were discussing their shared interest in getting tattoos. The problem was they both knew they'd end up regretting them in the next 10 years.

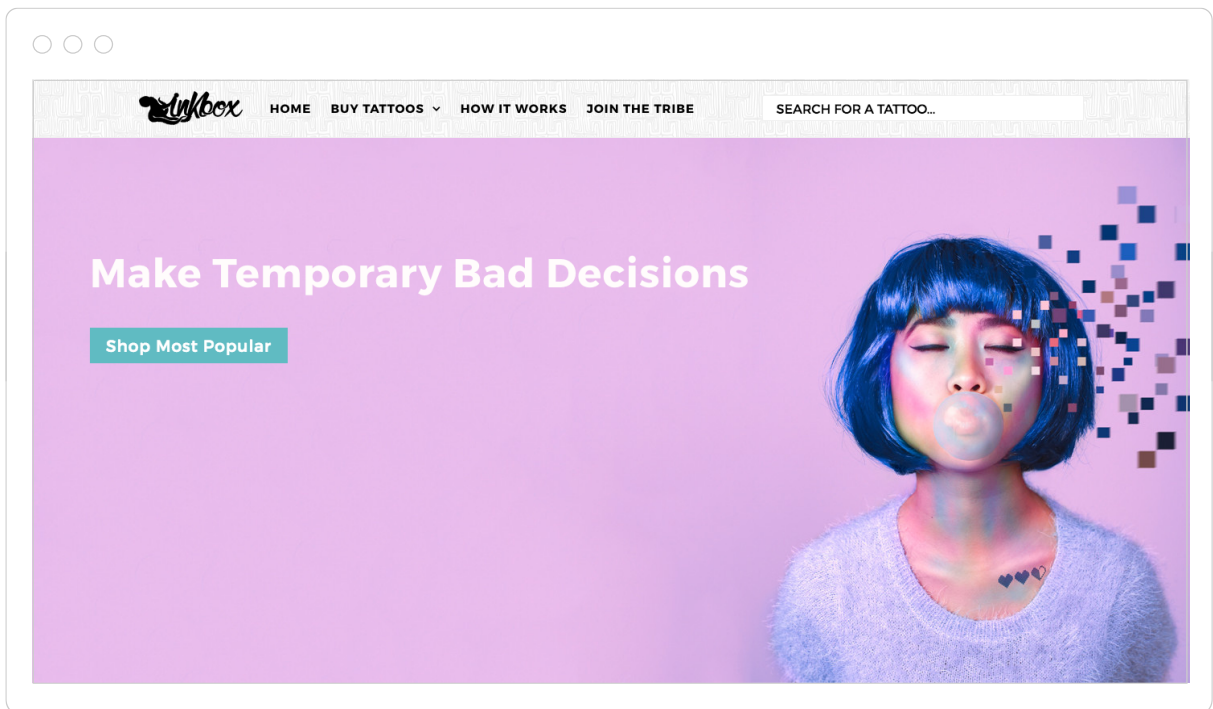
They recognized that they probably weren't the only ones frustrating by the permanence of tattoos, and decided to create a completely new type of tattoo that had the look and feel of a real one - without the permanent time stamp.

From there inkbox was born, and what started as an idea between brothers quickly turned into a growing tribe of dedicated followers.

**Rewards Program Powered By:**



With over 143,000 followers on Instagram alone, it's clear that Inkbox's customers are passionate about their products. As a token of their appreciation, the Inkbox team knew they wanted to reward their customers for their commitment to their products. What they didn't know is how quickly their customer base would turn from a couple of excited shoppers to a thriving Tribe of brand ambassadors.





# Results

The following results were seen after less than 1 month of Smile.io

Since the launch of their Tribe program, inkbox has seen a monumental increase in the amount of repeat purchases. With so many amazing inkbox designs to choose from, customers can't wait to purchase their next temporary tattoo!

**+80%**  
Repeat  
Purchases



inkbox's staggering number of social followers makes it obvious that customers love the brand. This enthusiasm has proved to be authentic, as 70K customers (and counting!) have flocked to join this thriving rewards program.

**70K**  
Reward  
Members

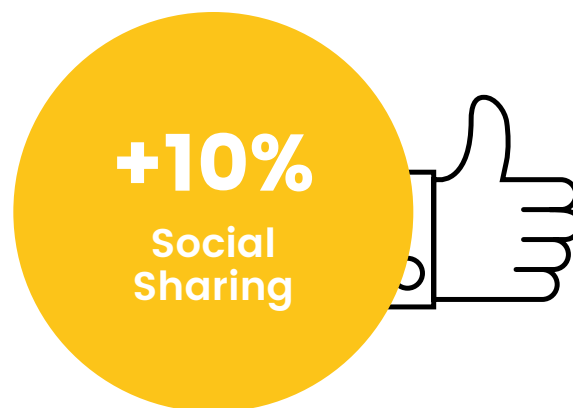


While they had been successful before the Tribe launch, nothing prepared the inkbox team for the incredible spending power of their loyalty members. Talk about repeat purchaser spending power!

**100K**  
Reward Member  
Revenue

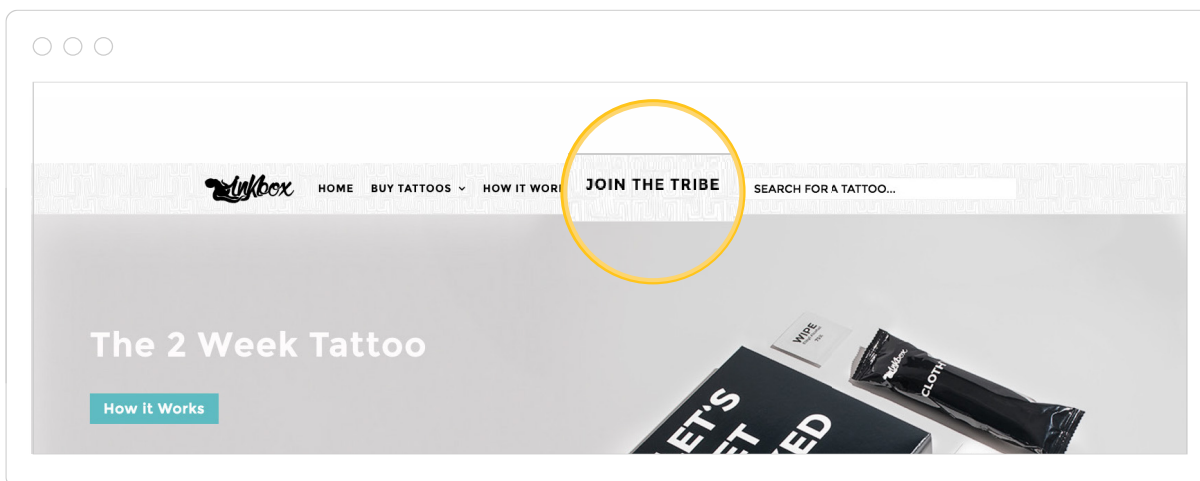


There's nothing customers love more than showing off their recent purchases, and Instagram is the perfect platform for showing people your new tattoo. inkbox reported a 10% increase in social sharing since Tribe started, giving their brand a healthy publicity boost.



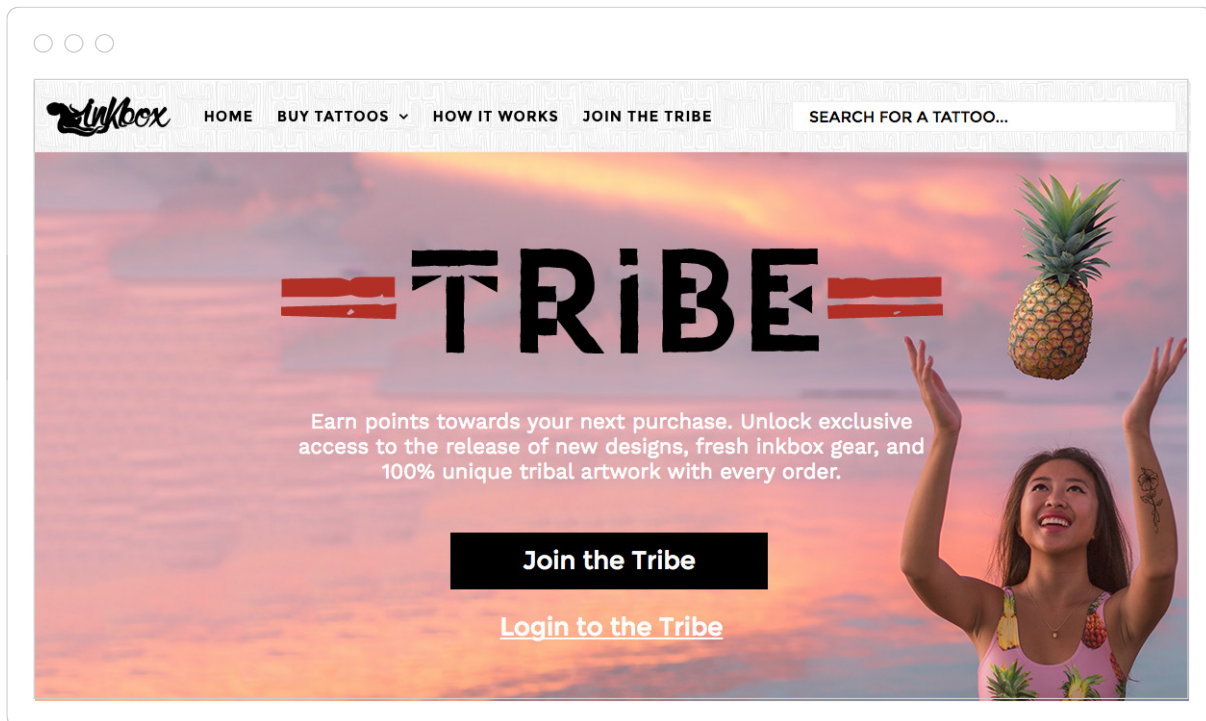
## Tribe

In order to be successful, a loyalty program has to be visible. After all, the first step to joining a loyalty program is finding it!



inkbox has incorporated Tribe into the top navigation bar on every page of their store. With this in place, customers can easily find and explore the program no matter where they are on the site, making the program both accessible and desirable.




Once people know you have a program, you have to get them engaged. A branded program name is a highly effective way to do this. inkbox took inspiration from their trip to Panama and crafted a program name that evokes community, strength, and nothing but good vibes.



From the name of their program to the look and feel of their explainer page, inkbox demonstrates a keen awareness of the importance of consistent branding. Each of their program's three customer tiers have unique branded iconography to emphasize the program's feel and culture.

These tiers are also instrumental in creating a sense of community within the program at large. Whether you're a Villager, Explorer, or Chief, you know you're among friends!

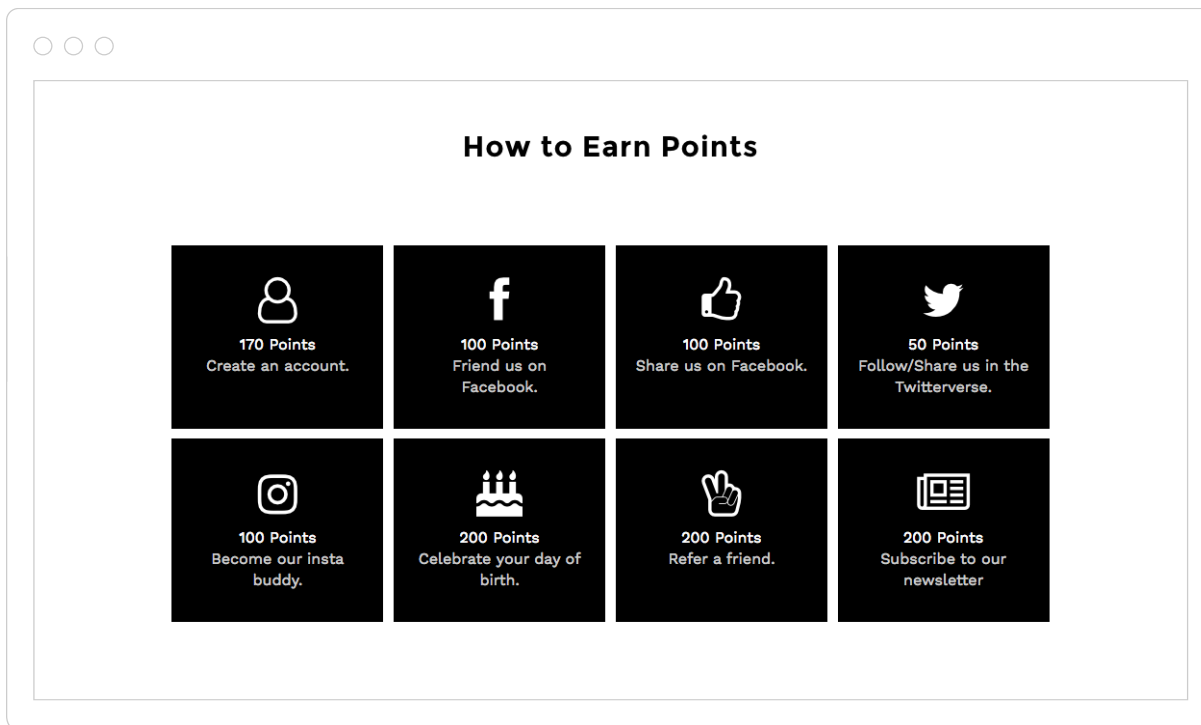
## Level up!

 <p><b>Villager</b> Unlocked when you join</p> <p><b>100 points = \$1 off</b> Earn 1 point for every dollar spent</p> <p>Early access to new designs Updates about what we're up to at inkbox</p>	 <p><b>Explorer</b> Earn 800 points to unlock</p> <p><b>100 points = \$2 off</b> Earn 2 points for every dollar spent</p> <p>Villager perks + Access to our secret menu 100% unique artwork from an Embera tribe member with every order</p>	 <p><b>Chief</b> Earn 1000 points to unlock</p> <p><b>100 points = \$4 off</b> Earn 3 points for every dollar spent</p> <p>Explorer perks + Access to our merch store</p>
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<<The Tribe itself is inspired by the local indigenous tribes of the Darién, Panama, where we developed our original inkbox tattoo formula. We proudly donate a percentage of every sale to a charity that works with these local tribes.>>



inkbox also makes it extremely easy for customers to engage with their program. Whether they're creating an account, connecting on social, referring a friend, or subscribing to their newsletters, customers are being rewarded with points that can turn into valuable transactional rewards.



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

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