



Integrated loyalty leads to **12.7% higher average order value** from members

1 month after launching the [loyalty program](#), Contorion saw increases among its members:

+5%

Activity on the website

+34%

Conversion rate from first-time to second-time buyer

+12.7%

Average order value

+62%

Repeat purchases



“

In the end, we compared three other vendors to Emarsys, and for me, I found out that Emarsys was very personalized compared to the others, which had a much more generic approach to loyalty.”

Florian Menge, Senior CRM Manager

The Business

Contorion is an e-commerce business serving 110,000 German and Austrian B2B craftsmen and ambitious DIY B2C customers. Founded 5 years ago in Berlin, Contorion rapidly grew from 20 to 250 employees.

The Outcome

Driving revenue growth by increasing purchase frequency and average order value of existing customers.

The Challenge

- As a fast-growing company, the CRM team knew a loyalty program would support their ambitious revenue goals, but first, they needed to make a proof of concept (PoC).
- Constrained by limited IT capacity, Contorion built an email-only PoC that resulted in multiple customer inquiries that they couldn't address because the loyalty profiles were email-based.
- Through the PoC, they achieved a 6% revenue increase from loyalty members and quickly understood they needed an omnichannel loyalty solution to drive higher growth.

The Solution

Choosing Emarsys, Contorion leveraged a loyalty solution that fully integrated into their marketing campaigns, channels, and website. This solution unified customer experiences and created less work for the CRM team.

- True omnichannel loyalty: from email components to the website loyalty wallet.
- Seamlessly integrated and launched within a couple of weeks by personalizing all existing channels with loyalty points, status, actions, and rewards.
- A simple drag-and-drop enabled the CRM team to add loyalty to existing automations, campaigns, and channels – without adding more workload.
- No dependency on IT. The CRM team can easily launch new touchpoints to engage with customers.
- The loyalty program leveraged historical data and automatically matched existing customers with points and status, based on their previous purchase value and volume.

