

Torrid elevates rebranded loyalty program to a higher tier

Torrid is the best place to find everything from party-ready cocktail dresses and curvy maxi dresses to shirts-and-jeans outfits in sizes 10 to 30 – including the latest swimwear, lingerie, shoes and accessories. We never stop obsessing over fit, because one size does not fit all.

A top-to-bottom loyalty makeover

Torrid recently updated their brand and customer experience to better reflect its message, mission, and relationship with its customers. It needed to renovate its loyalty program so it could keep loyal customers up to date with the latest information regarding their account status and rally the community to the new brand vision.

Unifying a compelling story across touchpoints

The marketing team wanted to ensure that each tier of the program had its own style and flair. Special stylings, colors and branding were crafted for each tier. They also needed a way to make sure the ‘mini brand’ for each tier was applied to the creative assets in the emails sent to Torrid Rewards members.

Not only did they need the creative to be stellar,



but the personalization in the emails had to be accurate and seamless for a successful relaunch.

Complex Challenge, Simple Solution

Torrid’s marketers urgently needed to update the loyalty program as a whole to match the tone and experience of the new branding, with minimal time and resources. Individual personalization as well as personalization based on a customer’s current tier needed to be applied consistently across channels.

Using Liveclicker’s platform, they created and applied personalized art that matched the tone and theme for each tier of Torrid Rewards. The platform provided access to the tools they needed to be creative and innovative with their designs.

The new workflow dramatically reduced production times, resulting in beautiful, relevant emails.

The difference relevance makes

The first monthly rewards statement the team delivered had three different versions (one for each tier of the program), individually customized based on customer activity. Customers also receive an email reminding them to redeem their Torrid Cash, and an email counting down to the expiration of their loyalty tier.

With the new program, customers have everything they need right at their fingertips. Open rates for monthly statement emails now consistently land between 35-40%, and customers are engaging with the content within and purchasing products through it. Month to month, open rates remain consistent, meaning customers are coming to expect the email to track their status with the program.

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“The monthly statement gives customers the information they need in one place. The consistent engagement has proved it’s valuable for the customer, which means it’s valuable for us.”

Sandra Cordero
CRM Manager, Torrid

Results

35-40% OPEN RATES

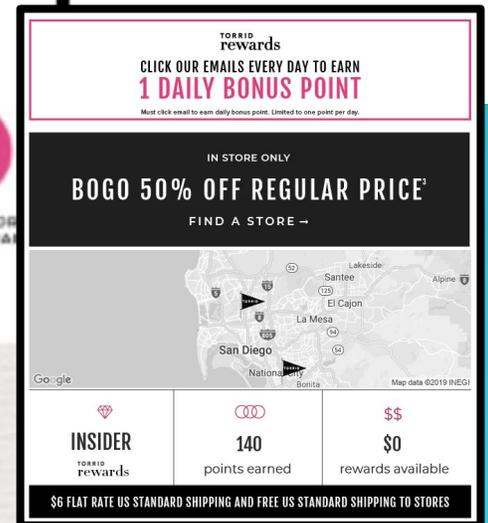
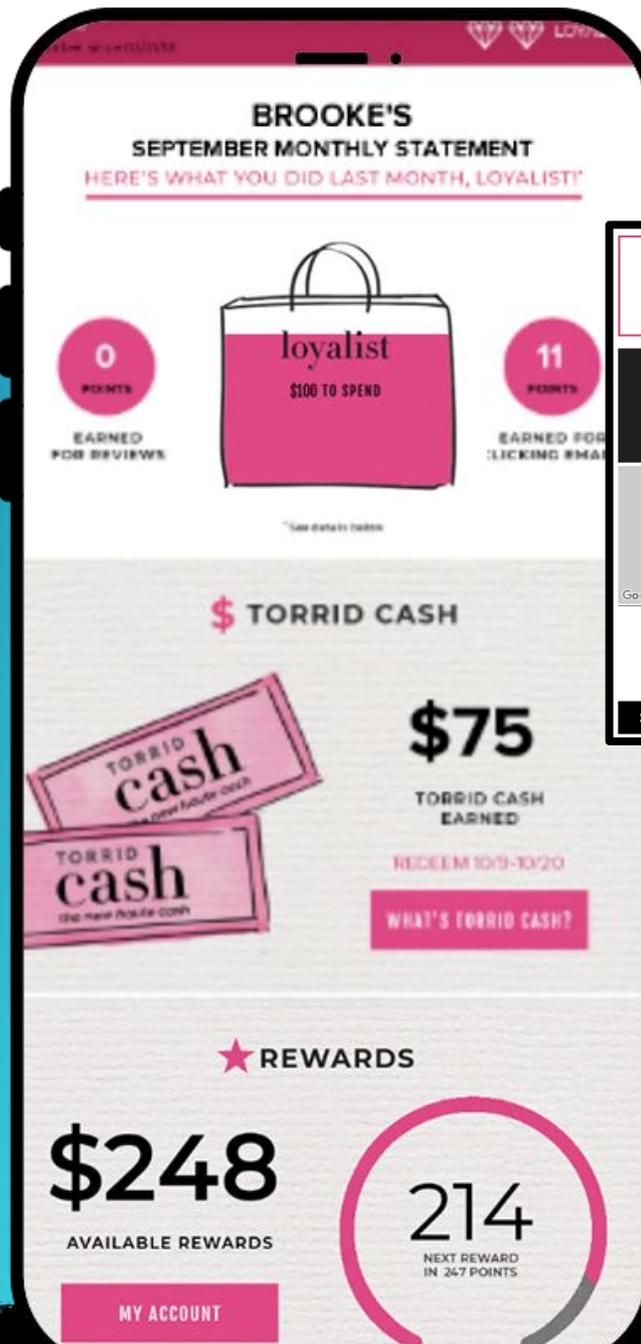
Email campaigns far outstrip benchmarks

UP TO 18% CTR

Loyalty members have high engagement

NO NEGATIVE FEEDBACK

Customer focus delivers a superior experience



Contact us
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