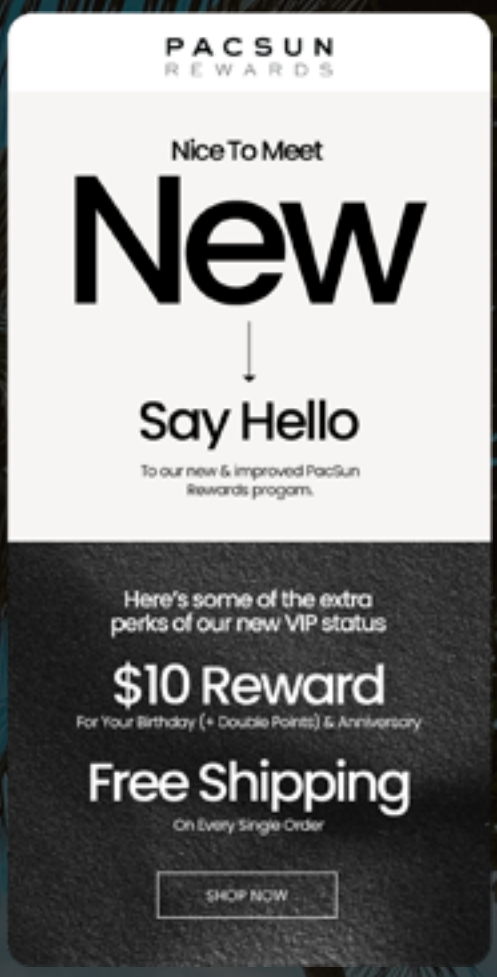
WITHIN Optimizes PacSun Rewards Program, Increasing Customer LTV by 10%

YoY monthly revenue increased by 16% and AOV rose 19%

+ CHALLENGE

PacSun launched its PacSun Rewards program in 2016 to boost overall revenue and drive customer retention. Since then, the program has become a centerpiece of PacSun's marketing strategy with over half of its existing customers subscribing to the program. After years of success, COVID-triggered consumer behavior changes pushed the brand to examine all areas of the customer lifecycle. PacSun knew they could enhance customer lifetime value while hitting revenue goals by partnering with subject matter experts. PacSun chose to work with WITHIN's lifecycle team to relaunch and expand the Rewards program into a new era.



○ SOLUTION

WITHIN's lifecycle team launched new cross-channel campaigns within the PacSun Rewards program focusing on customer lifetime value while delivering on short-term revenue goals. The lifecycle team revised loyalty landing pages, opt-in forms, platform integration across SMS and triggers, along with a complete program redesign to email marketing strategies. These changes aimed to boost the effectiveness of the PacSun Rewards program.

+ RESULTS

PacSun Rewards saw a 169% increase in program enrollment after working with WITHIN. In addition, PacSun increased its year-over-year monthly loyalty revenue by 16% and average order value by 19%. Ultimately, WITHIN helped PacSun grow their customer LTV by +10%, massively impacting the profitability and omnichannel influence of the program.

10%
Increase in Lifetime Customer Value

16%
Increase in YoY Monthly Revenue

19%
Increase in Average Order Value

169%
Increase in Loyalty Program Enrollment