



# *Getting Started with* Loyalty Tier Programs

**TECHNICAL TIER PLAYBOOK**

Get up and running with Tier Programs in  
Campaign Monitor by Marigold



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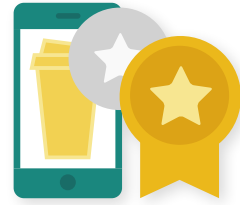
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## What is a loyalty program?

A loyalty program rewards or incentivizes customers to keep them coming back to your shop. When a customer buys more products or interacts with your brand, they earn rewards like discounts or free products.

To put it simply, a loyalty program is designed to keep customers engaged and maintain allegiance to your brand!



## What is a tier program?

A tier program is a type of loyalty program that provides customers with different benefits depending on the tier they're in. Tiers typically take a hierarchical structure in that customers in the lowest tier receive less or more limited benefits than the highest tier. For example, a tiered program could look like a "bronze, silver, or gold" membership. In order to be categorized into tiers, customers typically:

- Interact with your brand (also known as an *engagement-based tier program*). Customers earn points based on purchases and interactions. The more points they earn, the higher the tier they'll be categorized into.
- Pay for membership for different benefits (also known as *subscription-based tier program*). Customers pay to be categorized into a specific tier. The higher the tier they pay for, the more benefits they receive.

As customers join different tiers, you can provide your customers with updates to their benefits, special discounts, coupons, and invites to *exclusive* events!

## What are the benefits of a tier program?

Like many other loyalty programs, tier programs tend to help increase customer retention since they help foster the relationship you have with your customers. Rewards and benefits, especially exclusive ones, not only makes your customers feel valued, but also incentivises them to keep engaging with your brand to maintain access to those benefits.

# Step 1: Grow your loyalty list

## □ Create a list and sign-up form for your loyalty program

If you're just starting your loyalty program, you'll need to make sure you have a unique list of subscribers that have signed up for your loyalty program. This list must have at least one of the following recommended custom fields as these fields will allow you to trigger loyalty-based campaigns in Campaign Monitor (CM) smoothly. Create a new list with the following fields or update an existing list within the [CM UI](#) or [Lists API](#).

Custom Field Name	Data Type	Personalization Tag	Description
Current Term Points	Number	[CurrentTermPoints]	Subscriber's current amount of loyalty points for the tier term.
Current Term Spend	Number	[CurrentTermSpend]	Subscriber's current amount of dollar spend for the tier term.
Tier Level	Text	[TierLevel]	Current subscriber's tier level.

Now that the list exists, create a signup page and/or pop-up that incentivizes your customers to participate in your loyalty program.

**PRO TIP:**

You can incentivize customers to sign up to your loyalty program by providing them with a discount code *immediately* after sign-up!

### Basics

Customize the overall look and feel of the signup form

Content Styling

Heading

15% OFF

Upload a logo

Description

Sign up for our loyalty program today to receive a 15% off coupon. Receive exclusive discounts and benefits every month by participating becoming a VIP member.

Button text

Sign up today

Thank you text

Thanks for signing up to our loyalty program! Your subscription has been confirmed. You've been added to our list and will hear from us soon.

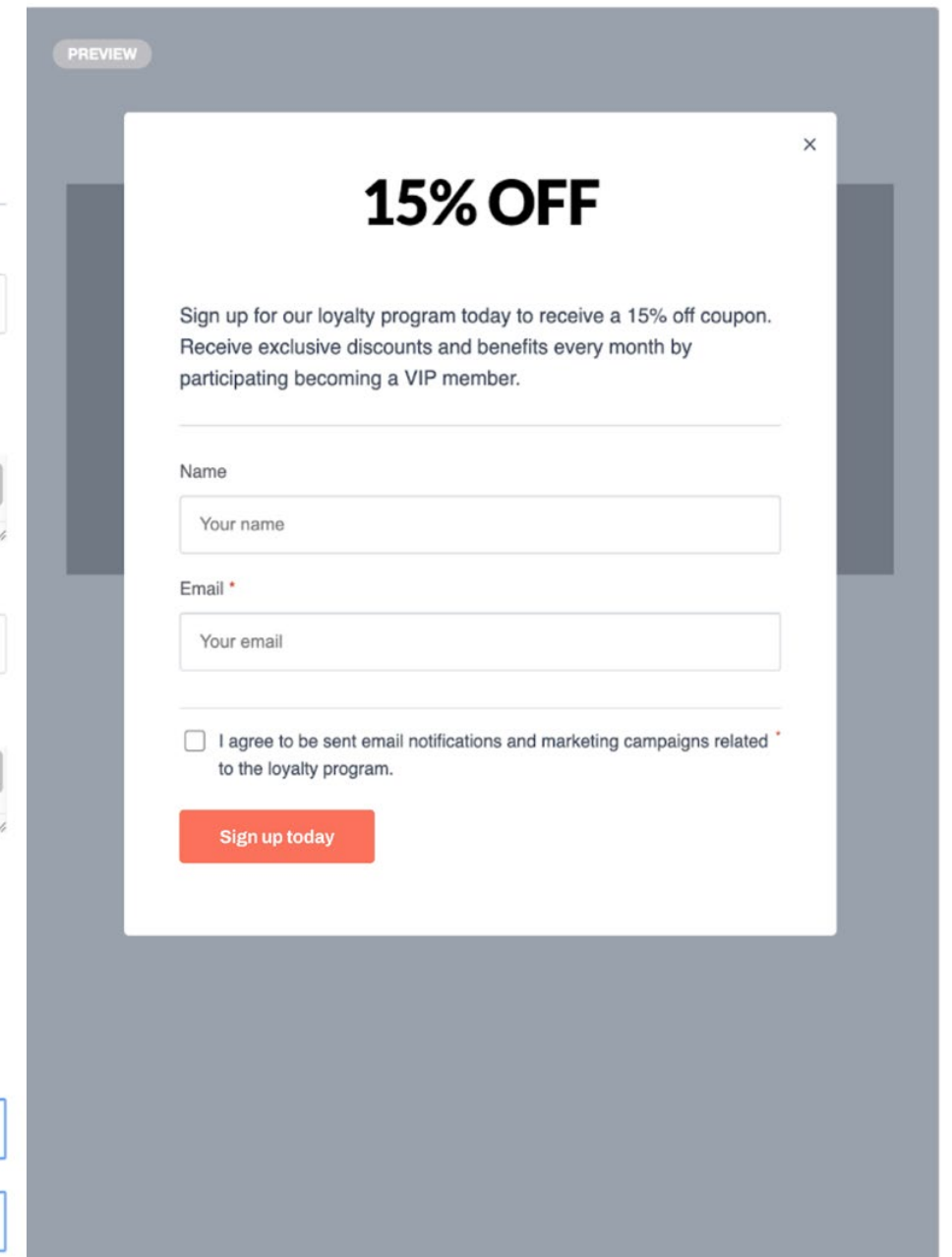
### Fields

Add your existing custom fields as field options

Form fields

Name Required

Email Required





□ **Pass loyalty data into CM**

Once the custom fields exist in your list, you'll want to pass this data into CM. *There are currently 3 ways to populate loyalty data in CM at this time:*

**METHOD 1: Upload a file in CM with the above information populated for each subscriber**

When importing subscribers to CM from a file, you'll want to make sure that your file includes the subscriber's **Current Term Points**, **Current Term Spend** and/or **Tier level** like the example below. You'll want to make sure this data is as up to date as possible, as importing subscriber data will overwrite any existing information in CM. Additionally, you'll want to hide these fields from your preference center so they cannot be edited. For instructions on how to hide custom fields from your preference center, read [here](#).

**Note:** If columns are left empty in your file, the subscriber importer will skip that column and retain existing data already in the system.

	A	B	C	D	E
1	email	name	permission to track	current term points	tier level
2	anita@example.com	Anita Biernow	yes	1000	Gold
3	ann.t@example.com	Ann Tenor	unknown	350	Silver
4	isla.b@example.com	Isla Bebach	no	180	Bronze

For further instructions on how to import subscriber data from a file, read [here](#).

**METHOD 2: Call the Subscriber API to update the above information for each subscriber in your list**

For those with technical resources, calling the CM API is the most flexible way to run a loyalty program. After creating the **Current term points** and **Tier level** custom fields in your list, they'll be available for you to adjust when a subscriber does an action that will increase or decrease their points. **Note:** You will need to have access to the subscriber's email and list they're in.

**Updating points or changing tier level when a customer completes an action**

When a customer completes an action that increases their loyalty points, call the following endpoint and parameters:

```

PUT https://api.createsend.com/api/v3.3/subscribers/{listid}.{xml|json}?email={email}

{
  "Emailaddress": "customer_address@example.com",
  "CustomFields": [
    {
      // This value should be the sum of the old value
      // and the points earned.
      "Key": "CurrentTermPoints",
      "Value": "1000"
    },
    {
      // This value should be the subscriber's
      // current level.
      "Key": "TierLevel",
      "Value": "Gold"
    }
  ],
  "ConsentToTrack": "Unchanged"
}
    
```

**NOTE:**  
If you prefer to update multiple subscribers at the same time, utilize the **Import many subscribers API endpoint**

### METHOD 3: Pass data from your CRM to CM using an integration

If you have an existing CRM that captures this information and you've integrated the CRM to CM, this data will automatically be passed into CM via the integration. Note that the information must be stored at the subscriber level. See list of available CRM integrations [here](#).

#### □ Categorize your subscribers into tiers using Segments

The best way to think of your tiers in terms of email marketing is to essentially view them as segments. Based on the amount of points your customer earns for the tier term, they can be associated with a different segment within CM — categorizing them into loyalty tiers.

You'll want to create segments for each of your tiers based on if the **Current Term Points** is between a specified amount. Optionally, if you are passing the subscriber's **Tier Level**, you can use that information to build your segments. For instructions on how to build segments, read [here](#).

#### Create a new segment

Current Term Points ▼ is between ▼ 0 and 500 + OR

# Step 2: Plan your email marketing strategy

## □ Create campaigns and automations within CM

By pairing email automation and segmentation, your loyalty program can strengthen your connection with your customers and can drive customer engagement and retention efficiently and economically.

You can create the following campaigns and journeys within CM to introduce and market your program.

Welcome Series Journey Examples	
Loyalty Sign-up Confirmation	Loyalty Rewards Overview
<p>Create a welcome series to introduce your subscriber to your loyalty program. Finally send your customer a reward for signing up <i>today!</i></p>	<p>Create a welcome series to introduce your subscriber to your loyalty program. Additionally, describe the benefits that their tier comes with.</p>

## Value Exchange Journey and Campaign Examples

### Exclusive Product/Service Drops

**Loyalty Campaign: Silver Tier Product Drop**

Subject: We've got a special product drop just for you, Silver member!  
 Preview text: Exclusive Product Drop for VIP Silver Members

From: Jane Doe  
 Email address: jane.doe@mydomain.com

To: My Loyalty List - Silver Tier (\$350 - \$999)  
 Total unique recipients: 1000

Design email

Create a campaign to promote exclusive products or services that only tier members have access to help increase purchases.

### Exclusive Discounts

**Loyalty Campaign: Silver Tier December 20% Discount**

Subject: You've got 20% off, Silver member!  
 Preview text: Exclusive Coupon for VIP Silver Members

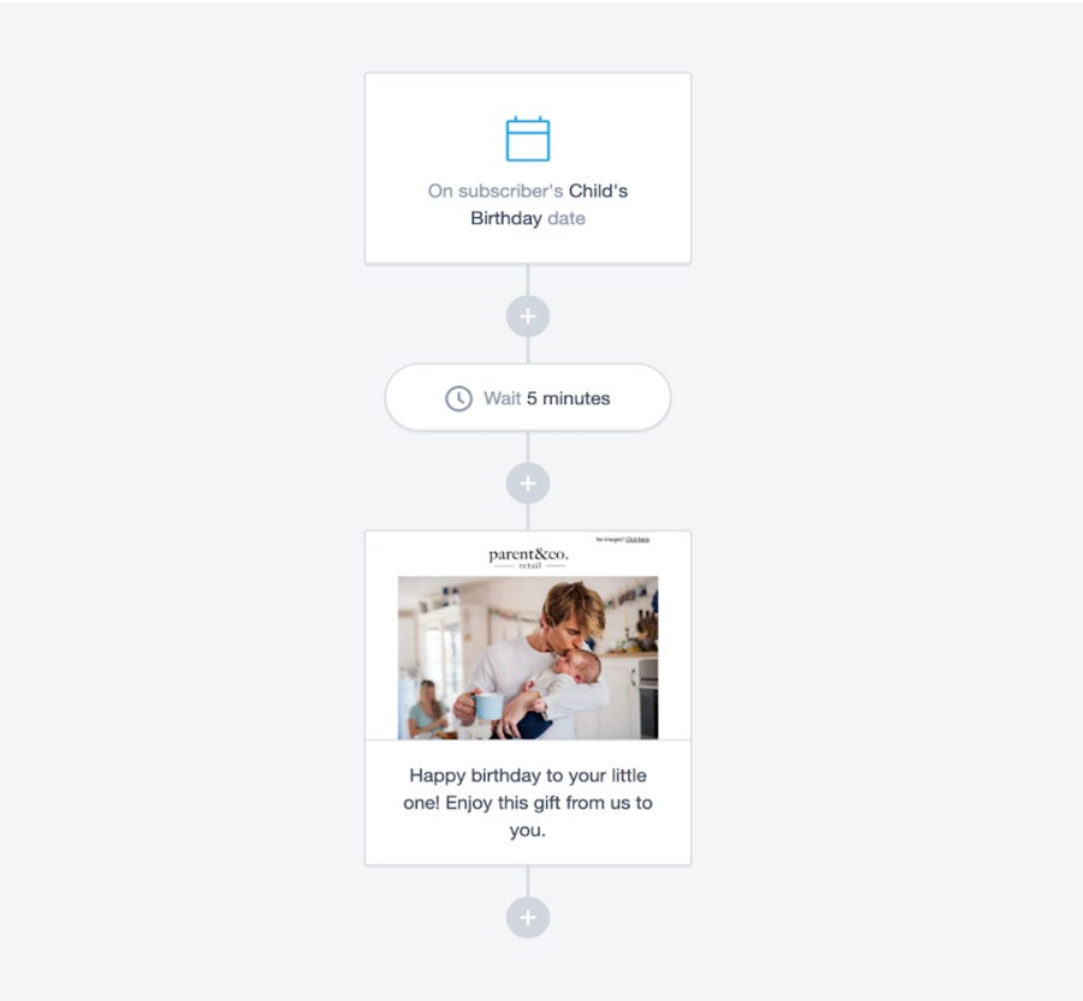
From: Jane Doe  
 Email address: jane.doe@mydomain.com

To: My Loyalty List - Silver Tier (\$350 - \$999)  
 Total unique recipients: 1000

Design email

Create a campaign to frequently reward your customer with special discounts only they can use.

### Birthday/Anniversary Offers



Make your customer feel appreciated by sending them a birthday or anniversary offer. These offers can be personalized based on the subscriber's tier to add additional exclusivity.



## Audience Growth Campaign Examples

### Loyalty Program Sign-up Incentives

#### Loyalty Campaign: Program Promotion [🔗](#)

+ Add tag

**Subject** Edit

Subject line  
Sign up for our program today to receive 20% off your next order!

Preview text  
Coupon for non-loyalty members.

**From** Edit

Sender name: Jane Doe  
Email address: jane.doe@mydomain.com

**To** Import subscribers Edit

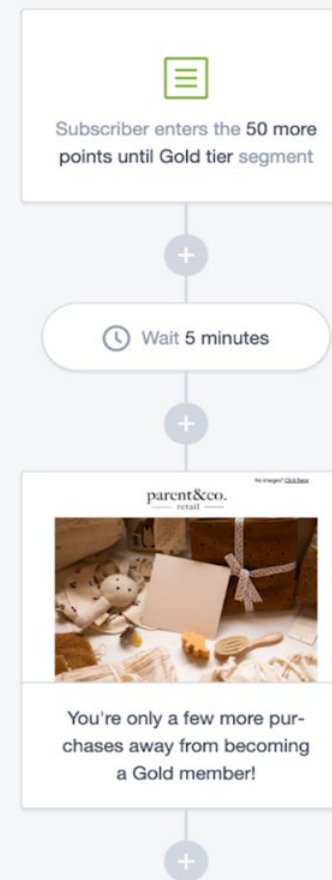
Send to: Non-Loyalty Subscribers  
Subscribers: 10,000

Total unique recipients: 10,000

Incentivize non-loyalty members to sign up for your loyalty program by providing an additional discount.

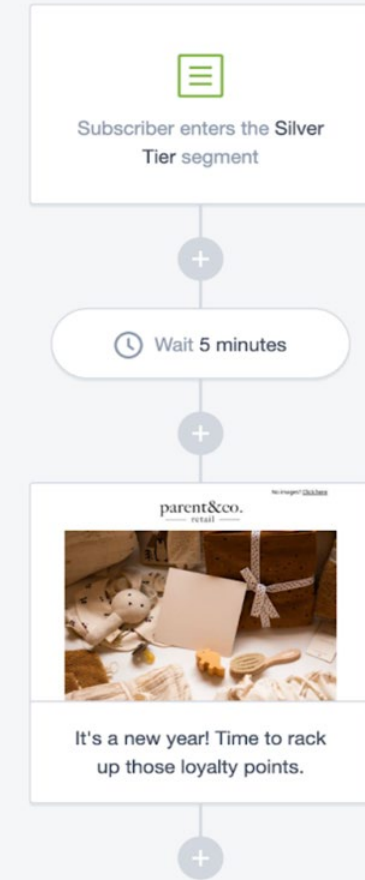
## Retention and Re-engagement Journey and Campaign Examples

### Incentivize Tier Upgrades



When your customer is only a few purchases away from upgrading to the next tier level, incentivize them to complete those purchases by letting them know! For example, create a segment that targets subscribers who are within 50 points of upgrading to the next tier and send them an email with product/service recommendations they can purchase to push them over the line.

### Tier Downgrade



It's important to communicate when a subscriber no longer receives certain benefits because they've been downgraded to a lower level. Let them know what their new benefits are to incentivize them to continue making purchases.

## Step 3: Time to create and send your first loyalty campaign

### □ Test your loyalty program campaigns and automations

Before you start sending messages to your customers, you'll want to make sure you've tested your campaigns and automations properly. Be sure that personalization is working in your campaigns — double check that the tier levels and point accumulation are showing correctly in the campaigns and be extra careful when you need to communicate that a customer's tier might be expiring. Note that once you activate your journeys, you'll need to be careful when editing them as it could affect a subscriber who's currently going through the flow.

Once you've tested all of your automations, head on over to the next step!

### □ Launch your loyalty program automations

It's time to launch your program and promote it across all of your target customer segments! Optionally, you can start with an early access launch to a smaller segment of highly engaged customers. An early access launch ensures you can capture and quickly resolve any bugs this segment has found or improve any gaps in your program.

For instructions on how to activate your journeys, read [here](#).

### □ Introduce your loyalty program to your existing customers

Now that your program is active, you'll want to market the program and introduce it to your customers! You'll want your messaging to be consistent, compelling, and concise so that you're effectively communicating the value of your tier program to your customers. Be sure to introduce and explain your program across all of your channels, such as:

- Website
- Mobile App
- Social media
- In-store materials
- External channels (ads, radio, etc)

Within CM, you'll easily be able to send an email campaign to existing subscribers to generate interest and conversions. Build an [email campaign](#) in CM and be sure to personalize your messaging to the segments you'll send this message to to promote the most amount of engagement. You can promote high value rewards to customers with the highest LTV or personalize the message that appears on banners or images in your emails.

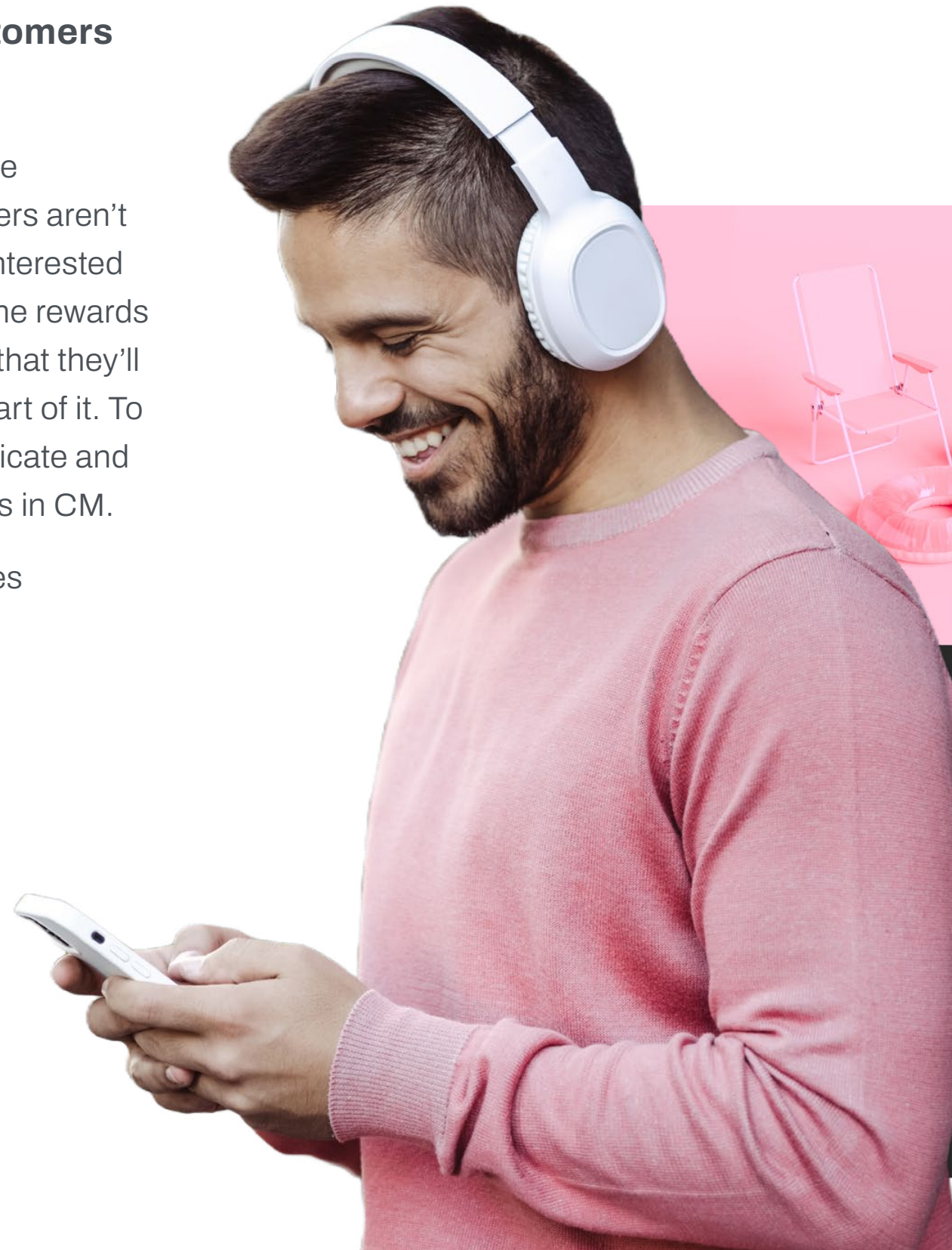
## Step 4: Reward your customers based on their tier

### □ Plan and send campaigns that reward customers with exclusive discounts

As you run your program, you'll want to be sure you're offering value at every tier level. Remember, customers aren't interested in signing up for your program — they're interested in the benefits they'll receive by participating in it. If the rewards provide little value to customers, there's a likelihood that they'll turn away from your program soon after becoming part of it. To keep your customers interested, frequently communicate and send rewards to your customers via email campaigns in CM.

Build and send campaigns that provide coupon codes for or invites to:

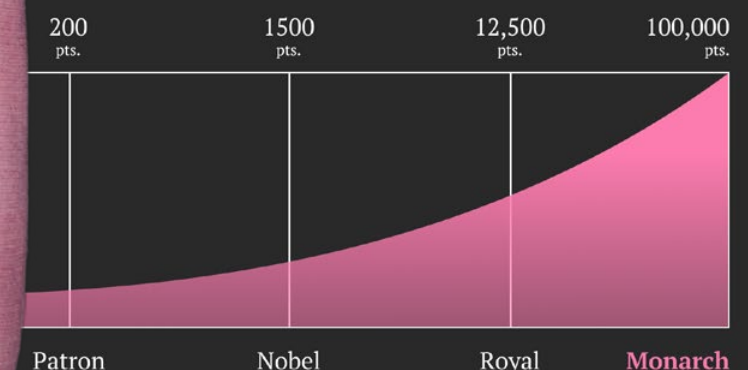
- Exclusive access to events, contests or products/services not typically for sale
- Birthday and anniversary gifts
- Exclusive discounts
- Free shipping



Hey Alex, thanks for being a loyal customer!

30%  
off

Congratulations! You've reached **Monarch** status.





## Step 5: Optimize engagement

### □ Personalize your existing campaigns to surface loyalty program information

Now that your program is running, you're free to surface any loyalty program information inside your campaigns! You can surface the subscriber's **Tier Level** from within the campaign.

If you are building HTML emails, you'll have more ability to customize your emails with dynamic content tags. You'll have the ability to complete the following customizations:

- Surface current tier level
- Adjust copy and design based on tier level
- Let the subscriber know they're only a few points away from the next tier level

... and more! Additionally, you can dynamically generate images and text from inside a campaign with our LiveContent add-on. For instructions on how to surface tier data in your campaigns, read [here](#).

### □ Segment your loyalty list based on characteristics or behaviors to send more targeted messages

As you market your program to more subscribers, you'll have plenty of opportunity to personalize the experience for your subscribers. One such method of additional personalization is segmenting your lists further. As your subscribers interact with your campaigns, you'll be able to see who clicks on which loyalty-related links and create segments based on those interactions. These segments will allow you to target subscribers to incentivize them to complete your action of choice.

#### Using engagement segments for loyalty (add-on)

Using engagement segments, a functionality included in the **Premier** monthly plan, allows you to further customize your relationships with your subscribers. Engagement segments make it easy for you to monitor your subscribers' level of interaction with your loyalty emails and loyalty program as a whole — it's costly to send discounts and coupons to people who have lost interest, especially if you've allocated a limited budget to rewarding your subscribers. Some strategies you can include in your program are:

- Rewarding **active** or **engaged**, higher tier subscribers with exclusive offers to events/sweepstakes/etc.
- Rewarding **active** or **engaged** subscribers with higher value rewards
- Re-engaging **unengaged** or **dormant** subscribers with discounts to incentivize them to open your emails or purchase your products/services

To learn more about engagement segments, read [here](#). To read about how to create re-engagement campaigns, click [here](#).

□ **Measure and track your loyalty campaign performance to inform the next steps in your engagement strategy**

Now that your program is running, you'll want to continuously analyze the performance data of your program. Within CM, you can look at how your customers are engaging with loyalty program-specific campaigns with our **Insights** tool. You can also compare the engagement of customers within the program to those who are not participating, to understand if your loyalty-based campaigns and the content within them drive further opens and clicks. This will help communicate the value of the program to your stakeholders. Additional data around your program can be monitored within Google Analytics, your CRM integration, or an analytics platform of your choice by passing data into those analytics tools.

**Understanding MPP and Machine Clicks in Loyalty (Add-on)**

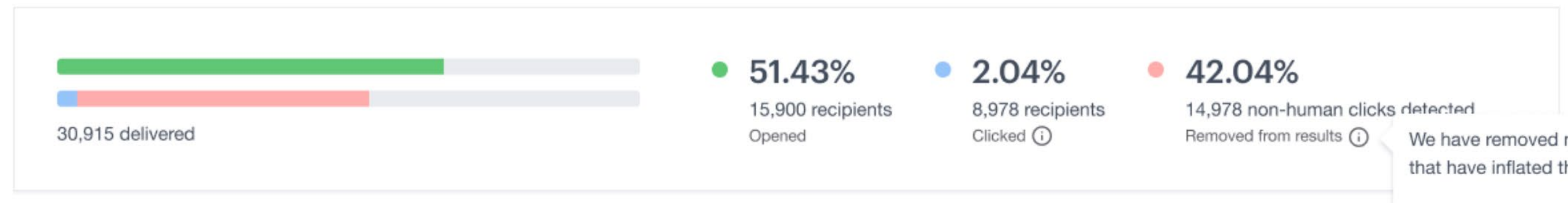
Machine opens and clicks can add extra headaches to running your marketing and loyalty program — they inflate your open rates, giving you an inaccurate picture of the success of your campaign. In a world where machine opens and clicks are becoming a norm, it's imperative to understand how to work with these interactions and adjust your marketing strategy.

After adding the **non-human click filter** add-on to your account, you'll be able to see how many machine clicks were identified in your campaign. In relation to loyalty-based campaigns, you'll have a better understanding of the effectiveness of your campaign — specifically, how many real subscribers opened and clicked on your campaign. Based on those real opens and clicks, you can adjust your email content to improve engagement when necessary.

To read more about machine clicks, read [\[link\]](#)

Example of machine clicks within a sent campaign.

**Engagement**





## Wrap Up

Building a successful loyalty program is not a one-and-done activity.

To make the most out of your program, you'll want to constantly improve any glaring issues or experiment with different approaches as you learn more about how your customers interact with your program.



# Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

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