



BAMBU EARTH

Radiant Rewards: How Bambu Earth's Loyalty Makeover Tripled Their Automatic Recurring Revenue

The Merchant

Bambu Earth, a natural skincare brand, was looking to build a loyalty program that had more flexibility than their standard subscription program, while still driving an ongoing commitment. With customers refilling products at different rates depending on their skincare routines, the brand wanted a program that would reward loyal customers while empowering them to decide when and how to purchase.

The Solution



15% Off Everything

Just log in to your account and save 15% sitewide. Automatically applied and always there when you want it.

\$40 Store Credit

Every month your \$40 USD charge will be given back to you as credit towards future purchases. It can be used for anything on the store and the credit lasts 365 days.

Exclusive Promotions

We'll make special offers and promotions available to our members only. It's the only way to always get Bambu's best deals.

Bambu Earth partnered with Inveterate to build a membership program where customers paid \$40 per month and received back \$40 of store credit – a **no-brainer incentive for new and existing fans of the brand**. The credit compounded and could be used at any point in the next year, so that customers could wait to purchase until they needed to refill their skincare collection. They also received 15% off every purchase to drive even **higher customer retention**.

Inveterate also integrated with Bambu Earth's subscription provider, **Stay.Ai**, so that customers could use their store credit towards their favorite subscription products as well.



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A Loyalty Glow-Up

Customers loved the **flexibility** of being able to use their credit whenever and however they wanted, without any complicated logistics like pausing subscriptions – resulting in the growth of **3.5K members** in just 9 months!

Inveterate measured membership impact with a twin analysis, which compared a member's purchase behavior after joining the program to that of their non-member "twin". The results were a glowing success:

\$739K

Incremental Gross Revenue from Members in 9 months

162%

Increase in Order Frequency by Members

\$126

Increase in Gross Revenue per Member, And Growing!

In addition, by adding the Inveterate membership program to the loyalty mix, Bambu Earth **tripled the percentage of their overall revenue that was Automatic Recurring Revenue**, meaning it was locked in and predictable revenue every month.

We're actually approaching a number where our automatic recurring revenue would **cover our operating expenses**. That would be such a cool milestone where you could breathe a little, right? You've covered monthly fixed costs with automatic revenue and **everything beyond that is the gravy on top**.

- **Dave Rekuc, President at Bambu Earth**

Ready to introduce a game-changing membership program for your brand?
[Book a demo today.](#)