

Loyalty & Rewards That Drive Repeat Business

Discover proven loyalty and rewards strategies that increase customer retention, boost repeat purchases, and turn satisfied customers into long-term brand advocates.



Loyalty Programs by Beauty Brands



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In this day and age of competition, businesses lose customers faster than they can recruit new ones. One of the most innovative ways to counter this is loyalty programs.

Especially in the beauty industry, where the competition is even more biting, your brand must have a comprehensive and groundbreaking [loyalty program that helps with customer retention](#), boost revenue, and turn your customers into your best allies.

Rewards programs are indeed a win-win for both users and business owners. The patrons get freebies and exclusive gifts for their loyalty, and you get a solid user base that will stay with you through thick and thin.

A competent loyalty program can turn your sales 180 degrees. The industry is choke-full of examples where a rewards program flipped the game into the brands' favor. Here are some of the big names.

1. MAC

The luxury beauty brand has an excellent rewards program based on customer profiles and purchase history.

Just signing up for the program gives customers 25 percent off their first purchase. There are three tiers to the program, and the system is points based. Members get perks like free makeup services, exclusive invites, and freebies at the highest level.

At NextBee, we endeavor to design a custom-made rewards program for your brand. Our team will create an integrated mobile app and rewards program that works across all platforms.

2. Sephora Beauty Insider

The mega beauty brand has an almost cult-like following because of its cutting-edge features of the [loyalty program](#). After its launch, the Beauty Insider program has racked up sales revenues in millions for the brand.

Sephora has a regular tier-based program with points that can be turned into perks for members. But there is more to it.

The luxury brand also rewards its users for connecting their social media handles to the Sephora account. Users get points for referrals, too, and get rewarded for creating social media content that advertises Sephora products.

NextBee uses Smart Analytics to optimize targeted incentivization and boost social media connections. Build brand affinity by making your customers your strongest advocates and drive sales via referrals.

3. Smashbox

The Smash Cash program is an innovative rewards program by the bestselling beauty brand. The rewards system has something for every customer, no matter how much or how little they spend.

The program is tier-based, and customers get points for every dollar they spend. There is a specialized welcome offer, freebies with every order for members only, birthday gifts, and exclusive invites.

What benefits can beauty brands receive with NextBee?

NextBee focuses on creating a tailor-made loyalty program that will [boost your Customer Lifetime Value](#) by targeted incentivization. We will design customer tiers that are unique to your brand based on AI-powered analytics.

Our smart AI-driven platform has key features that enable any brand to build powerful loyalty campaigns:

- Robust admin dashboard to customize the profiles and user actions
- Keep a close eye on your customer’s buying behavior and enroll the shoppers in loyalty and rewards program to completely engage them with the brand
- The platform is flexible to personalize the offers according to the buyer persona
- Run social media campaigns and use automated sending messages whenever there is a new arrival collection of products or services

[NextBee](#) is your one-stop solution for creating an army of loyal customers and boosting exponential organic growth. Contact our experts to book your demo and get a complete hold on the insights of this solution.

Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

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Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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