



**KUIU**<sup>®</sup>



# KUIU'S INNER CIRCLE

UNDERSTANDING THE IMPACT OF LOYALTY



clutch



Ultra-light outerwear company KUIU had its start in 2011, selling technical gear and clothing to a specific set of customers: expedition style hunters. But like so many smart brands in the direct-to-consumer space, the California-based company has broadened its focus. Today the business caters to a more mainstream audience, a decision that has helped grow the company to \$50 million in just 5 years.

**In an effort to identify and understand their largely online customer base, KUIU has been building out their loyalty program and customer data strategy to uncover critical insights that will shape their marketing strategy going forward.**

## THE INNER CIRCLE

**Program Structure** | KUIU's Inner Circle program rewards customers with 1 point for every \$1 spent, granting \$50 in KUIU rewards for every 1,000 points. Additional benefits like birthday rewards, early access and exclusive sale events stack up as members increase annual spend.

**Two-Way Integrations** | Through real-time integrations with KUIU's email, ecommerce and coupon code partners, Clutch receives data about member and non-member activities including sign-ups, purchases, coupon redemptions, checkouts and more.

**Central Management** | Using this information, program logic and customer communication are managed centrally on the Clutch Platform, enabling a seamless and personalized experience for Inner Circle Members while providing KUIU with valuable insight into their entire customer base.

**JOIN THE KUIU INNER CIRCLE**

With our rewards program you can receive rewards points, exclusive offers, early access to new products, and enter parties.

\*You must have a KUIU.com web account in order to join the Inner Circle.

I HAVE AN ACCOUNT

I AM NEW HERE

**INNER CIRCLE REWARDS**

As a KUIU Inner Circle rewards member, you'll get rewarded every time you shop\*.

INNER CIRCLE REWARDS	Silver	Gold	Platinum
Spend per year:	Free	\$500+	\$1000+
Earn Reward Points on every purchase.* Earn 1 point for every \$1 you spend. Earn 1,000 points and you will receive a \$50 KUIU Rewards.	✓	✓	✓
Celebrate your birthday with a Just for You discount.	✓	✓	✓
Receive a special gift with a purchase when you earn your first 350 reward points.	✓	✓	✓
Exclusive access to Inner Circle only products.		✓	✓
Be in the know. Learn about and purchase new products before anyone else.		✓	✓
Early access to exclusive sales and events.		✓	✓
Free standard US shipping on all orders.			✓
Exclusive Inner Circle only concierge services.			✓

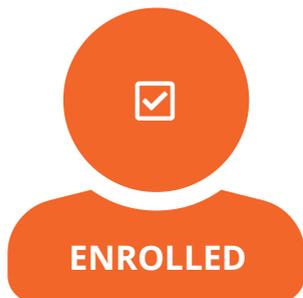
\*You cannot purchase gift cards with points, and you do not earn points for gift card purchases. Tier status and rewards are calculated based on how much you spend within 12 months at [kuiu.com](#). Visit our [Terms and Conditions](#) page to view full program details.



## COUNTING EVERY CUSTOMER

KUIU's partnership with Clutch has enabled them to learn about all of their customers - not just the ones that sign up for their loyalty program. While 2 out of every 3 new customers are signing up for the program, over half of their overall customer base remain anonymous.

A common misconception is that a customer must be identified to be understood, but brands can still attach valuable insights to unidentified audiences including AOV, spend and transaction totals.



Customers who have created an online account and are enrolled in the Inner Circle loyalty program



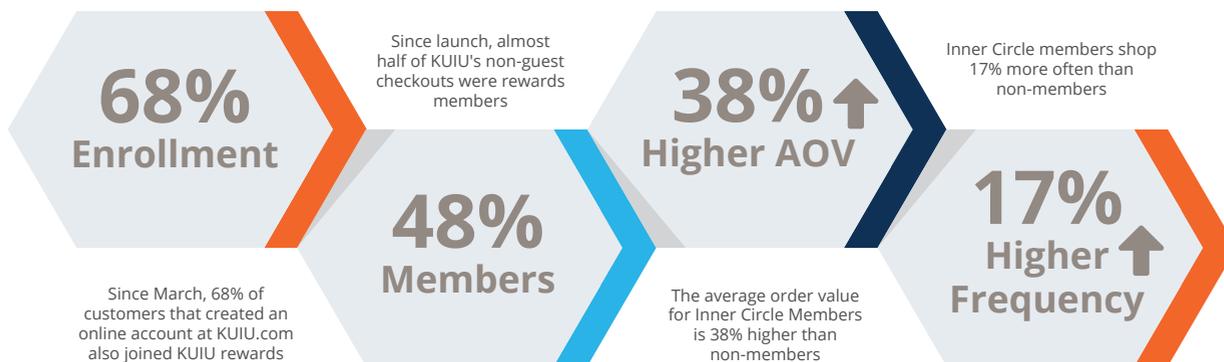
Customers who have created an online account but have not joined the loyalty program



Customers who have used the Guest checkout

## JASON HAIRSTON | KUIU CEO

*"The Internet has given consumers the power to search and research products and brands, read unbiased reviews, post reviews, post complaints and become complete experts of the gear we buy. **Likewise, marketing technology has enabled sellers to understand the desires and demands of our market like never before.** At KUIU, our job is to deliver on customer expectations by providing the right information and validation for our products, as well as an exceptional experience with our brand through the highest levels of quality, customer service and support."*



Since launch, we have seen a strong correlation between membership and positive KPIs for the business. In just three months, Inner Circle members already make up 7% of KUIU's entire customer database, but even more compelling is that those members represent half of the brand's identified shoppers who made a purchase during the same time period. Inner Circle members reach their first \$50 reward by the third or fourth visit, spending more and shopping more frequently than non-members.



## FORGING AHEAD

As KUIU continues to accumulate and analyze customer behaviors, their goal is to reach a point where it makes sense to modify and optimize the program. That could mean updating the tier structure, issuing different types of rewards currency or shifting the Inner Circle strategy to an acquisition tool. Stay tuned for the next phase in the journey!

Want to create your own Inner Circle?  
Email us at [sales@clutch.com](mailto:sales@clutch.com)