



Exceeding an Annual Membership Goal in 72 Hours

Flamingo Estate’s paid membership program, powered by Inveterate, exceeded their expectations and became a game-changer for their business.

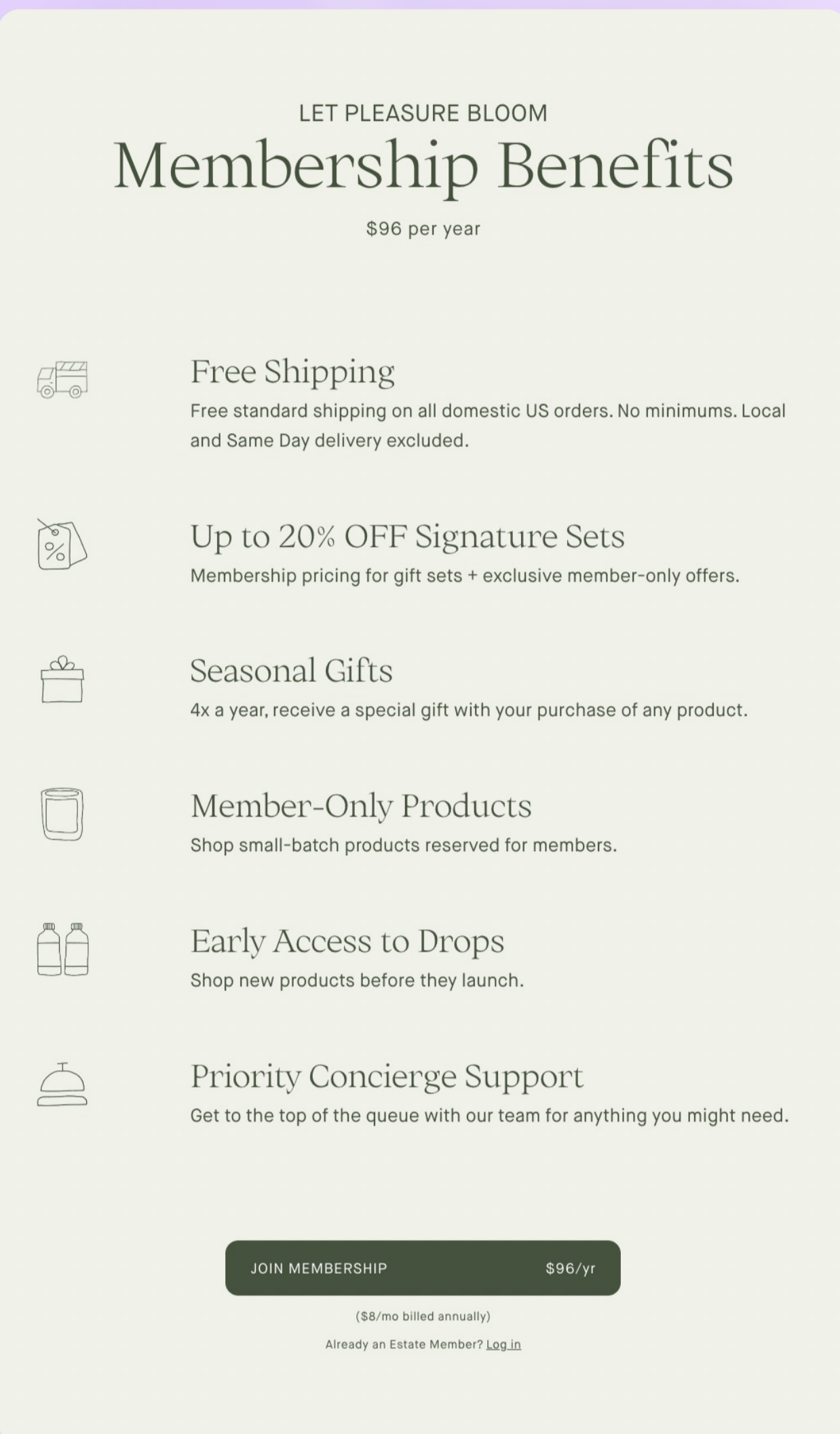
The Merchant

As a producer of nature-inspired household essentials, they are on a mission to bring Flamingo Estate to every home, and support local farmers and makers who use regenerative practices. As with any other brand with a bold vision and audacious goals it’s crucial to find new ways to grow revenue and profits.

Flamingo Estate had three goals:

- Low referral rate
- Lack of urgency amongst customers to use points
- Complex marketing automation to remind customers of expiring points

With such big goals, simply adding more products wasn’t going to work. It made more sense to deepen the relationship with their devout customers, but the options to do it were limited...*until Inveterate.*



The Solution

Flamingo Estate teamed up with Inveterate to create their custom membership program—leveraging our design, validation, configuration and marketing expertise.

- **Designing Deep-Dive:** Inveterate analyzed consumer insights to understand what they valued and determine the right set of membership benefits.
- **Validation:** After conducting customer surveys, we found out a whopping 83% of respondents were interested in joining a paid membership program.
- **Configuration:** Inveterate configured an annual \$96 membership program, with benefits like member-only discounts, seasonal gifts, free shipping, early access to new products, and priority concierge support. Flamingo Estate opted to build a custom landing page to promote the membership and clearly spell out the benefits of joining.
- **Marketing:** Flamingo Estate led with social in an announcement from their founder, followed by an email.

Achieving Triple Their Goal

Flamingo Estate exceeded the annual sign-up goal in 72 hours! The team quickly decided to pivot and put memberships at the center of their Cyber Week campaigns to capitalize on the demand.

Within 90 days Flamingo Estate's paid members accounted for **15%** of all customers compared to a goal of 5%.

Members were **2X as valuable** as nonmembers, spending **16% more per order** and ordering nearly **2X as often** as nonmembers, further highlighting the value of the program.

Within just 30 days of launching, **32%** of Flamingo Estate's membership sign-ups were entirely new to the brand. The membership program was not only successful at driving deeper loyalty with existing customers, it was a viable customer acquisition strategy.



Inveterate's platform made it possible for Flamingo Estate to bring a premium loyalty experience to life. Without Inveterate, this would have cost tens of thousands in development costs and taken months to build, not to mention the effort and cost to maintain. Their continued product innovation and collaboration on strategy are paving our retention roadmap.



Michael Magaziner,
Head of E-Commerce,
Flamingo Estate



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You look for strategies or platforms that fundamentally change the trajectory of your business. Paid Membership through Inveterate has been precisely that. In the past, we've tried traditional dollars-for-points programs and never saw an impact on our business. In just a few short months of launching our program, we have a significant proportion of our customers subscribed as Members; we find that our Members are worth more than double our general customer cohort. Allison, Sam, and the Inveterate team have been fantastic partners in building our program; we've held hands with Inveterate through ideation, program setup, and post-launch. Although this is an "app", there's an incredible agency feel with the team. I couldn't recommend Inveterate enough - a real game-changer in the crowded Shopify ecosystem.

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Flamingo Estate
United States
Time spent using app: 8 months

Ready to introduce a **game-changing membership program** for your brand?

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