

◆ **FLAUNT** x BAREFACED

# Leveling up **Loyalty** for Shopify Plus

How Barefaced drove record-breaking revenue and profits with the No Sun Club, powered by Flaunt.







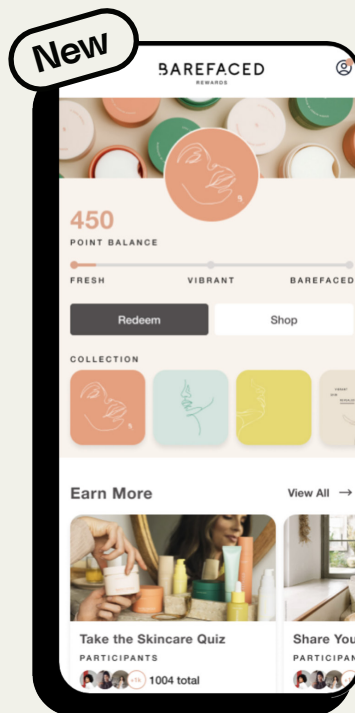
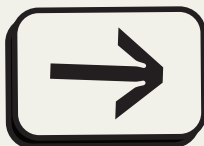
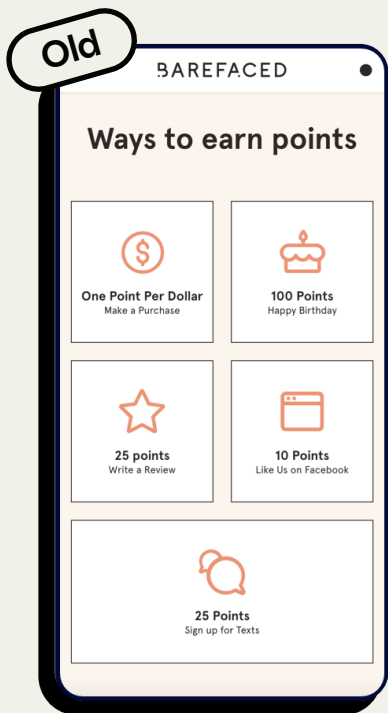


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**Finally, a Shopify  
loyalty platform built  
for the enterprise**



## Switching to Flaunt unlocked +17% in net sales



More personalization

**+134%**

More redeeming customers

More gamification

**+27%**

Higher revenue per redeeming customer

More profits

**+318%**

Significant boost to the bottom line





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**More enterprises are  
choosing Shopify Plus**

 **shopify**plus

FLAUNT



Shopify has long been understood to be one of the most user-friendly and powerful e-commerce platforms. Now, more and more large retail, CPG and direct-to-consumer (DTC) brands are choosing Shopify's enterprise offering, Shopify Plus, to operate their e-commerce channels.

◆ **FLAUNT**

 *shopifyplus*

Examples of brands that have switched to Shopify Plus from other e-commerce platforms (Source: WeMakeWebsites.com):

◆  **BOMBAS**

◆ **REBECCA MINKOFF**

◆ **GYMSHARK** 

◆ **SCOTCH & SODA**



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# A clear gap for enterprise loyalty on Shopify



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Unlike other commerce platforms, Shopify relies exclusively on its partner ecosystem to deliver loyalty solutions to merchants. But enterprise brands on Shopify have historically lacked a suitable loyalty platform to meet their needs, and the ecosystem is split between polar opposite solutions.

On one end of the spectrum are inexpensive, yet inflexible platforms that offer single-page templates for standing up basic points and tier-based programs. These platforms are easy to justify for the SMB market but lack the robust features & campaign-based functionality needed at the enterprise level.

On the other side of the spectrum are generic loyalty platforms that aren't tailored to the e-commerce customer journeys, are expensive and built on legacy technology stacks, and are painful to implement and even more difficult to use.





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# Introducing Flaunt, the enterprise loyalty cloud built for Shopify Plus

 *shopifyplus*

## FLAUNT X BAREFACED

Flaunt is a next generation loyalty cloud that drives results for enterprise customers while maintaining the ease of use that the Shopify ecosystem is known for.

**Flaunt is perfect for mid-market to enterprise e-commerce brands because it is:**

- ◆ **Customizable:** Flaunt supports all of the primary loyalty program design frameworks\* including loyalty currencies, status tiers, member benefits, discounts, referrals, surprise and delight, gamification and combinations, as opposed to incumbent solutions and fully customizable interfaces.



*\* Reference: Loyalty Programs: The Complete Guide by Philip Shelper, Loyalty & Reward Co.*

- ◆ **Personalized:** Beyond the core loyalty program design, Flaunt enables brands to distribute personalized offers and campaigns that can be priced differently for each customer based on their historical behaviors and delivered at the right time to drive behavior.



- ◆ **Gamified:** Driving profitable behavior change is critical for enterprise brands, and Flaunt's digital badges and collectibles combined with its gamified campaigns engine enables brands to launch social contests, customer acquisition campaigns, and multi-step loyalty challenges that reward purchases of specific products, submitting reviews, participating in votes and surveys, uploading UGC and more.



But in classic Shopify fashion, Flaunt is easy to set up, and efficient to manage because it has:

- ◆ **Plug and play user interfaces** that enable no and low-code programs combined with its white glove services that help enterprise brands configure a loyalty program designed to meet their objectives.
- ◆ **An Intuitive and AI-powered administrative panel:** Guided setup and pre-designed campaign templates, combined with AI-driven customer insights and analytics, enable efficient workflows for loyalty managers, e-commerce marketers, customer service reps and social marketers looking to run omnichannel campaigns.
- ◆ **Deep integrations across the ecosystem:** Flaunt integrates with the key providers across the Shopify Plus ecosystem, including Klaviyo, Gorgias, Recharge and Yotpo Reviews.





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**How Barefaced drove  
record-breaking sales  
and profits with Flaunt**

## FLAUNT X BAREFACED

Barefaced, a market-leading skincare brand that creates products that inspire confidence and help customers develop long-term skincare routines, wanted more from their loyalty program.

Founded by nurse practitioner, Jordan Harper, Barefaced also provides simple, science-backed education across their social channels.

*“Thanks to Flaunt’s loyalty platform we have been able to take our community brand experience to the next level, delivering more value and impact for customers with personalization,” says Jordan Harper, Founder and CEO of Barefaced.*

*“Our vision has always been to be more than just a skincare brand – we want to cultivate a sense of community and be a resource for our customers. This new loyalty program is about creating a true engagement platform that celebrates our community and personalizes the virtual brand experience.”*

Upon switching to Flaunt, Barefaced drove a +17% incremental lift in net sales, which was the biggest quarter in company history.

The impact didn't stop at the topline – more customers were compelled to participate in the loyalty program with a 2x higher participation rate vs. their last program.

And importantly, Barefaced drove a +318% in profits relative to their last loyalty program.



How did they do it? Let's dive in.



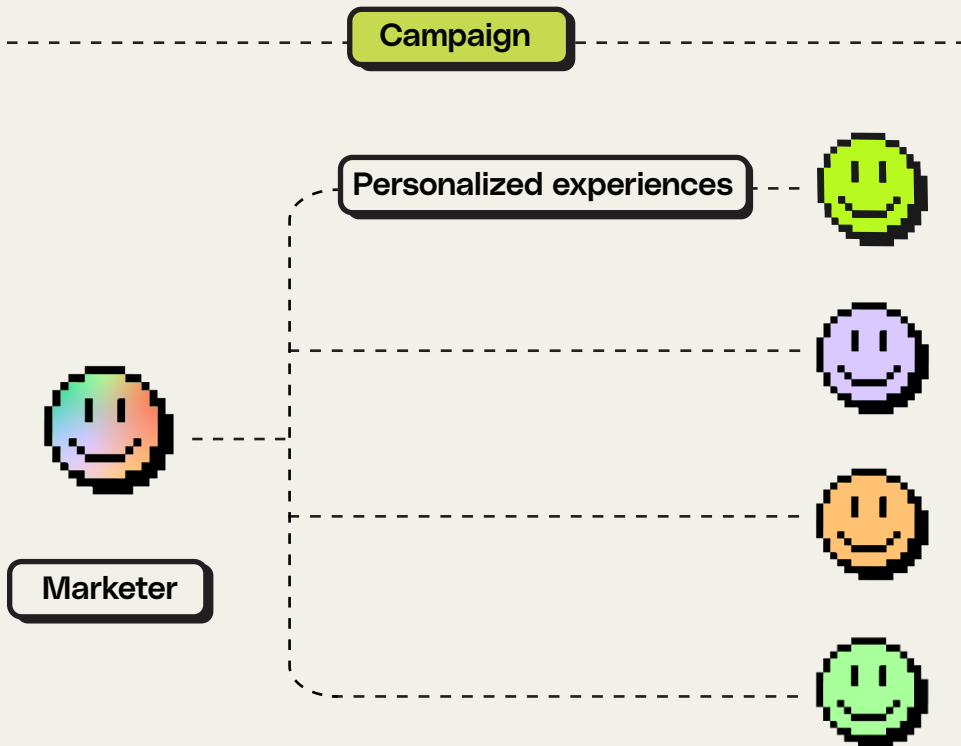


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**Flaunt's  
personalization engine  
helped reactivate  
customers**

## FLAUNT X BAREFACED

Barefaced used Flaunt's personalized rewards engine to distribute unique offers to all previous members of their loyalty program.

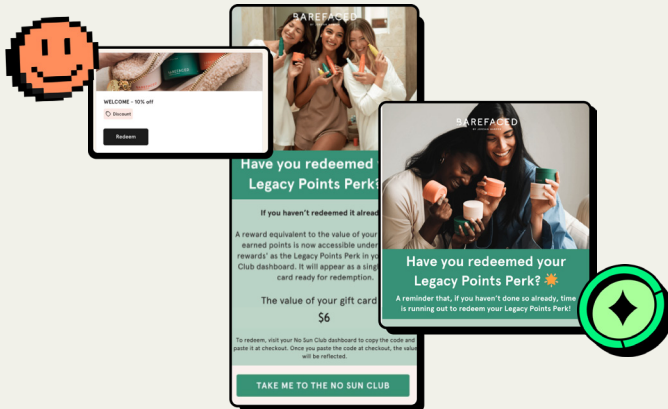


Combined with a deep Klaviyo integration that allowed Barefaced to communicate these offers with timely messaging and marketing flows, Barefaced was able to drive significant behavior change.



The result?

The campaign drove a significant lift in sales, of which 22% came from reactivated customers.





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**Flaunt's omnichannel  
campaigns and Klaviyo  
integration drove profitable  
customer behavior**

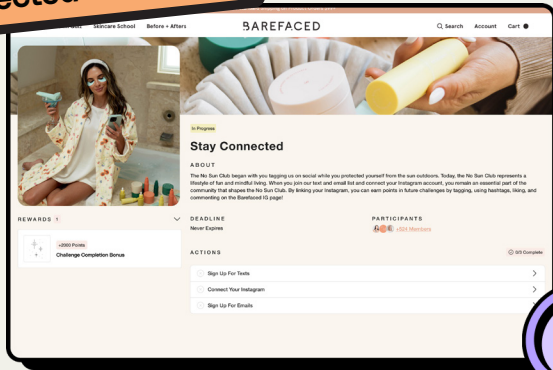


## FLAUNT X BAREFACED

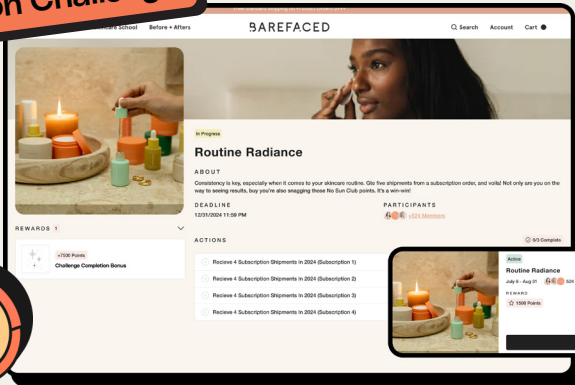
While Barefaced's program rewards points for purchases, its core mechanic is designed around "challenges", which are gamified omnichannel campaigns that reward specific combinations of actions. Let's take a look at few:

- ◆ **No Sun Club launch:** To launch the loyalty program, Barefaced took to Instagram, email, SMS and features on their e-commerce site. Using Flaunt's integrations across all these channels and limited-time offers, they were able to drive significant adoption.
- ◆ **Wear the Club:** Barefaced launched merchandise associated with its loyalty program and designed a challenge that rewarded customers for purchasing both products.
- ◆ **Stay Connected:** Barefaced rewarded customers for connecting their Instagram accounts in order to be eligible for engagement-based rewards and contests and subscribing to emails and SMS messages.
- ◆ **Shave like a Pro:** Barefaced launched a facial razor and designed a loyalty challenge that rewarded customers for buying the new product.
- ◆ **Consistency is Key:** Barefaced launched a campaign that rewards customers for subscribing for at least four shipments and designed marketing flows with different messages and frequency for different customer segments, tying into their overarching marketing campaign of being consistent to kick off the new year.

Stay Connected Challenge



Subscription Challenge








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**Up next: Giving the No  
Sun Club community a  
place of their own.**

## FLAUNT X BAREFACED

Beyond purchase-based campaigns, the No Sun Club is designed to gamify the customer experience and create authentic connection amongst members and ambassadors.

Barefaced is leveraging Flaunt's referrals, leaderboard, and community-building functionality to launch advocacy-based campaigns and social sharing contests, and collect user-generated content that can benefit other customers.



**Create a Campaign** Save

**Details** (selected)  
Type  
Rewards  
Activities  
Post-Entry

### Who would you like to participate?

Configure who can participate in this campaign and what is required to enter.

**Audience**

Type

**Loyalty Member Campaigns**  
Require participants to be a member of your loyalty program.

Which loyalty members would you like to participate in this campaign?

All members of your loyalty campaign can participate.

**Requirement Statement**

Member of Barefaced

**Preview**

WHAT YOU NEED TO PARTICIPATE

Member of Barefaced Loyalty Program

Activate

The screenshot shows the Barefaced website interface. At the top, there are navigation links for Shop, Skin Quiz, Skincare School, Before + Afters, and the Barefaced logo. A search bar and account options are on the right. Below the navigation is a main menu with Home, Redeem, Earn, Community (highlighted), Marketplace, and My Account.

The user profile for Amelia is shown, including her name, membership date (July 2023), and a button to edit her profile. Activity statistics are listed: 4 Referrals, 15 Votes, 15 Shares, and 209 Likes. Badges are also visible.

Community posts include:

- Vote for your favorite cleanser!**: A poll with 12+ participants, active from July 8 to August 31. It offers a reward of 1 badge and 450 points, with 220 likes and 19 shares.
- What to look for in a daily SPF**: A post from August 15 discussing mineral-based sunscreens, with 28 likes and 8 shares.
- SPF Summer Crew - Vote for Our Next Summer Event Location!**: A poll with 12+ participants, completed from June 15 to July 26, with 107 likes and 19 shares.

On the right, a leaderboard titled "Most Referrals" shows the top 5 members:

Rank	Member	Referrals
01	@sarahsasia	34 referrals
02	@lily.scheinberg	22 referrals
03	@ignemorgelle	23 referrals
04	@sarahbassoffjan	21 referrals
05	@nicolatorres	15 referrals

At the bottom, there is a "Refer a Friend" section with the offer "GIVE \$20, GET \$20" and a note to give friends \$20 off their first order of \$20 and more.



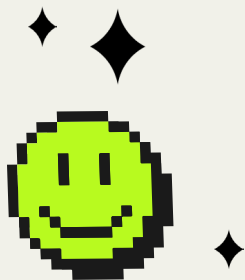


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# Fitting Flaunt into your Shopify Plus tech stack

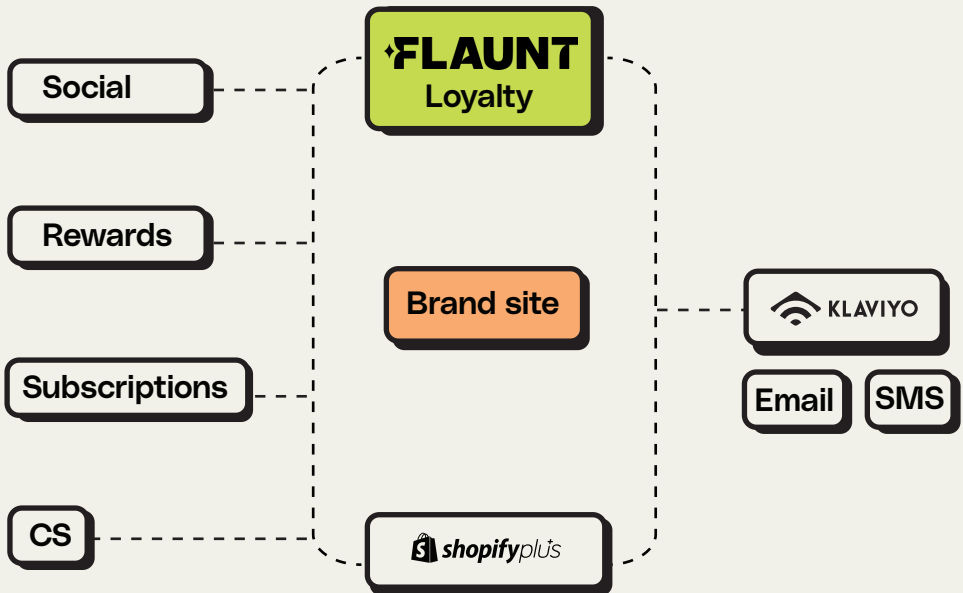


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Flaunt's enterprise-focused feature set, combined with its usability, makes it the loyalty platform of choice for mid-market and enterprise brands on Shopify.

Leveraging a loyalty platform to deliver personalized experiences that are connected across touchpoints introduces synergies with your marketing automation platforms and other technology providers so that you can get the most out of your marketing campaigns.







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# How Flaunt can support Shopify Plus brands across verticals



Flaunt's programs are particularly suitable for brands across the following verticals:

- ◆ **Lifestyle (fashion, beauty, luxury):** Flaunt's ability to integrate with retail POS, build community, drive advocacy, and cultivate exclusivity makes it a prime candidate for the Lifestyle vertical.

## SCOTCH & SODA

- ◆ **Consumer goods (CPG, FMCG):** Flaunt's receipt scanning modules and customer acquisition campaigns enable CPG brands to build deeper relationships and drive engagement in their DTC channels.



**PEPSICO**

- ◆ **Entertainment (music, media, cultural institutions):** Flaunt's integrations with innovative platforms like Roblox, music streaming platforms, and gamification enable entertainment and media brands to drive more engagement and revenue for partners.

*Paris Hilton*



**Get in touch for your loyalty makeover.**

Contact us for a demo and drive more engagement,  
more revenue and more profits.

**[contact@flauntloyalty.com](mailto:contact@flauntloyalty.com)**

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