

A TALON.ONE GUIDE

Using Talon.One to Build A Clone Of Sephora's Beauty Insider Loyalty Program



Discover how you can use Talon.One to build a program like Sephora's Beauty Insider, one of the largest loyalty programs in the world.

Beauty Insider: How they built a successful scheme

- Launched in 2007, Sephora's much-lauded Beauty Insider has more than 25 millions members.

Beauty Insider is Sephora's loyalty program in the U.S. and Canada. The program is free to join and has three tiers:

- **Beauty Insider:** no minimum spend requirement
- **VIB (Very Important Beauty Insider):** \$350-per-year spend requirement
- **VIB Rouge:** \$1000-per-year spend requirement

Each of these tiers comes with several benefits and perks. Customers in the first tier earn 1 point per dollar, VIB members receive 1.25 points per dollar and VIB Rouge members earn 1.5 points per dollar.

The current format of the scheme has evolved over the years. For example, the introduction of Sephora Rewards Bazaar in 2016 created a more exclusive and memorable customer experience for Beauty Insider members.



Another feature that adds to the allure of Beauty Insider is the offer of birthday gifts. Though the program is tier-based with a minimum spend requirement, the birthday option is included even at the first loyalty level (the free tier).

Small but effective touches like this make the company feel like a thoughtful friend so no surprise that members of Beauty Insider account for a whopping 80% of Sephora's business.

Loyalty pays off for all insiders

→ Beauty Insider is one of the world's largest loyalty programs, creating a huge community of cosmetics shoppers.

Beauty Insider has proved a successful program in terms of fostering brand loyalty and customer engagement. On top of that, the program's diverse and exciting features have immensely boosted sales for Sephora products. What features make this program so popular and how can they be built seamlessly using Talon.One's Promotion Engine?



“We want to bring to life personalized experiences where our clients can choose what best suits them.”

- Allegra Stanley, VP of Loyalty, Sephora

THE FEATURES NEEDED

- 1 A function to join Beauty Insider loyalty program
- 2 A tier-based loyalty program
- 3 A coupon feature for Seasonal Savings Events
- 4 A tier-based shipping attribute
- 5 An omnichannel points redemption feature
- 6 Push notifications for end-of-year discounts

1 CREATE A LOYALTY PROGRAM

It's simple and straightforward to create a loyalty program like Beauty Insider using Talon.One. You only need to open the homepage in the Campaign Manager, go to the section labelled 'Manage Loyalty Programs' & click 'Create Loyalty Program'. Here you can choose your program's name, API-name and your desired time zone. You can also set 'reward start date' and 'reward expiration date' and finally connect the loyalty program to the relevant application.

Create loyalty program

Basic info

Choose a name for your program, a name used in the API and describe the purpose of your program.

Loyalty program name
Sephora ✓

API name
Sephora_Beauty_Insider ✓

Description
A recreation of Sephora's Beauty Insider

Timezone

Select a reference timezone. The loyalty program's data is refreshed daily at midnight, in the specified timezone.

⚠ Once the Loyalty Program is created, this setting cannot be changed.

Timezone
US/Pacific ✓

Create loyalty tier

Set the loyalty program's "Current Balance" threshold at which the customer enters the tier.

Tier name
VIB Rouge ✓

Min. points required
500 ✓

Cancel Save

2 CREATE TIERS & THEIR RELEVANT ATTRIBUTES

Beauty Insider is a tier-based loyalty program, encouraging users to move to higher tiers to receive more exciting and exclusive benefits. For example, only members of VIB Rouge can benefit from invitation to Sephora's exclusive events. To create tiers for your loyalty program using Talon.One, you only need to scroll down 'create loyalty program page' and click on '+ New Loyalty Tier.' You can create as many loyalty tiers as your need for your campaign literally within seconds.

3 GENERATE COUPONS FOR SEASONAL SALES (EVENTS)

Sephora usually offers three major seasonal sales, also known as seasonal events. These events are open only to VIB and VIB Rouge members through 15% and 20% off coupons:

- Spring Savings Event usually in April
- Summer VIB Sale usually in August
- Fall Bonus Sale usually in November

You can generate millions of such unique coupons in Talon.One only in a few clicks. Go to 'coupons' in your application and select 'Personal code.' Now you only need to integrate your customer data in Talon.One's software and set the start and expiry dates.

Random Codes Universal Code Gift Cards Personal Code

Personal coupon codes

Create a code that can only be used by the customer with the given Integration ID. The coupon redemption limit of the generated coupon is set to 1.

Recipient integration ID
123456

Schedule (optional)
Start date: 11/01/2022 00:00 × Expiry date: 11/30/2022 00:00 ×

Advanced settings
Coupon code (optional)
Fall_2022_bonus_sale

Custom Attributes
Add custom attributes and set their values. Create attributes in your [Account's Attributes](#) section.
+ Add Custom Attribute

Cancel Create

Shipping attribute for each tier

Rules

Beauty Insider

Conditions

When all of these are true:

Check if the current customer is a member of the audience: VIB Rouge

+ Add Condition

Effects

Apply these effects:

Set an additional cost discount: "Shipping"

Select additional cost
shippingcost

Discount name
Shipping

Discount value
[Session.AdditionalCosts.shippingcost.Price] * 100%

4 SET SHIPPING ATTRIBUTE FOR EACH TIER

One of the important aspects of Beauty Insider is its free 2-day shipping. Members of the first tier and VIB can use this benefit for \$10 a year. It's completely free for VIB Rouge members on all their orders. To create and implement this attribute using Talon.One's promotion platform, you only need to go to the Rule Builder, select customer as 'a member of the audience (VIB Rouge, for example)' and trigger the 100% shipping discount effect.

5 BUILD OMNICHANNEL POINTS REDEMPTION FEATURE

In order to boost customer engagement, Sephora created an omnichannel points redemption feature for Beauty Insider members (points can be earned online and redeemed in-store on vica versa). These customers can redeem 500 points for %10 off. To build this omnichannel feature in Talon.One's promotion platform, go the Rule Builder, select 'current balance (Loyalty)' and set it on 500 and trigger 10% off in Effects. It takes only a few seconds.

The screenshot shows the 'Omnichannel points redemption' rule configuration in the Rule Builder. The 'Rules' section is set to 'Beauty Insider'. Under 'Conditions', it specifies 'When all of these are true:' followed by 'Current balance (Loyalty) is equal to 500'. There is a '+ Add Condition' button below. Under 'Effects', it specifies 'Apply these effects:' followed by 'Set a discount: "10% off"'. There is a '+ Add Effect' button below.

Push notifications

The screenshot shows the 'Push notifications' rule configuration in the Rule Builder. The 'Rules' section is set to 'Beauty Insider'. Under 'Conditions', it specifies 'When all of these are true:' followed by 'Check if the current customer is a member of the audience: BEAUTY INSIDER'. There is a '+ Add Condition' button below. Under 'Effects', it specifies 'Apply these effects:' followed by 'Display an Info notification to your user, with the title: End-of-year discounts'. The notification configuration includes a 'Type' dropdown set to 'Info', a 'Title' field with 'End-of-year discounts', and a 'Message' field with the text 'Hi there! It's December again and we have a wide range of exclusive discounted products for our Beauty Insider members.' There is a '+ Add Effect' button to the right of the message field.

6 SEND PUSH NOTIFICATIONS FOR END-OF-YEAR DISCOUNTS

Push notifications are usually successful in raising awareness about a particular campaign, or notifying a customers regarding an abandoned purchase at cart, etc. Sephora use push notifications for their loyal members about their end-of-year discounts. Creating personalized push notifications is a time-consuming task. However, you can rely on Talon.One to develop this feature. Once again, go to the Rule Builder. Select 'BEAUTY INSIDER' as a member of the audience and select a title and a message for your notification.

The Rule Builder

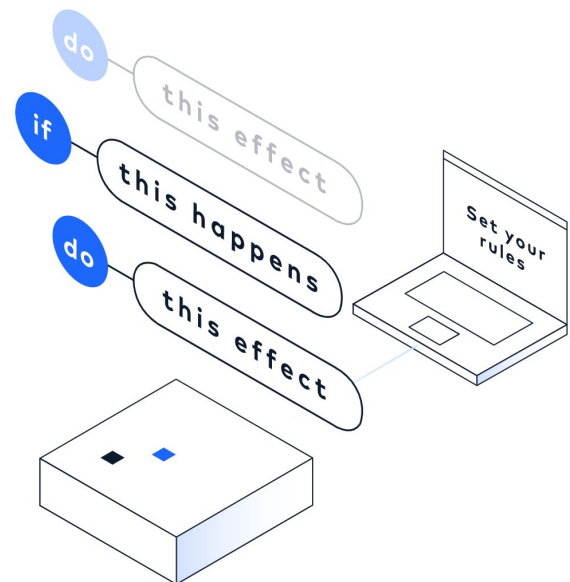
→ A platform for non-technical people to create complex promotion logic without developers.

With Talon.One's [Rule Builder](#), you can create rules that define the logic of your dynamic promotions campaign. It is available on the left-side menu of every campaign.

Rules are defined by **conditions** (the criteria that trigger an action) and **effects** (the action(s) that will be taken as a result of the criteria).

By using conditions and effects in Talon.One, you can execute a wide variety of personalized promotional use cases, like sending a user a discount once they have completed a specific set of actions in your app, or delivering a notification once a user has initiated a specified number of sessions.

To learn more about what is possible with the Rule Builder just [take a look at our docs](#).



“Talon.One is our loyalty brain. Working with Talon.One allowed our software developers to save up months of work because we could completely rely on Talon.One’s product.”

- Raphael Stange,
Chief Marketing, Customer Service and Sales
Officer of SHARE NOW

About Talon.One

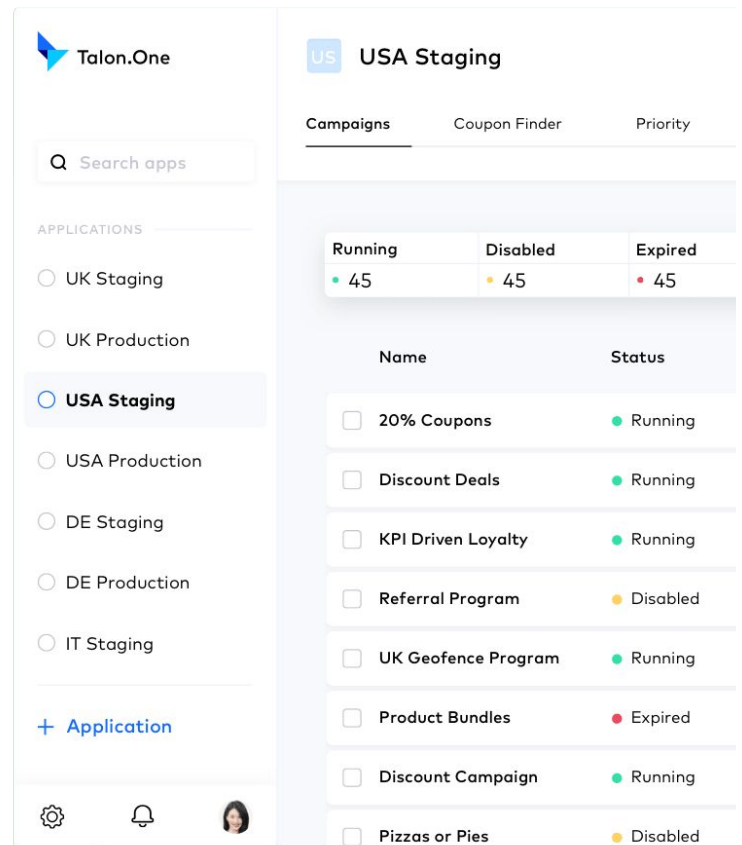
→ A fully equipped, scalable and customizable promotion software that gives you all the flexibility you need.

Talon.One has invested in optimization to ensure businesses can gain access to a powerful promotion engine without having to build one from scratch.

With the experience of running [thousands of successful campaigns](#) for enterprise firms, Talon.One's scalable promotion platform comes with minimal set-up and a dedicated success team to ensure campaigns are working.

The features offered by Talon.One enable businesses to have unlimited promotional solutions at their fingertips. These features include, but aren't limited to, [loyalty](#), [coupons](#), [discounts](#), [bundling](#), [referrals](#), [geofencing](#) and [gift cards](#).

After a quick and seamless integration, your developers can focus on your company's core product again. Book a free live demo [here](#) and discuss your own specific use cases.



By using Talon.One's Rule Builder, every piece of customer data you have can be leveraged to create in-depth, tailored promotions that make your customer experience extra engaging.



The World's Most Flexible Promotion Engine

Integrate easily with 3rd-party software and
make the most of your promotions

ASK ABOUT OUR INTEGRATIONS

talon.one/contact-us

BOOK YOUR FREE DEMO

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