

Celebrating our incredible customers

Customer Spotlight

Client Testimonial

Campaign Insights

2023 in a Nutshell

It was all about customers!

Message to our customers
The Heart of the Easyrewardz Ecosystem

Year-end Milestones

Industry Insights

Customer Engagement & Community Building

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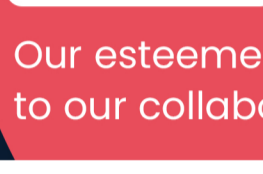
Celebrating our incredible customers

As we step into 2024, we're delighted to look back on a journey that's been defined by our incredible customers – the heart of the **Easyrewardz Ecosystem**. This past year was a tapestry of opportunities, innovation, collaboration, and above all, a testament to the collective efforts made to achieve shared success. Join us as we celebrate the achievements, milestones, and interesting stories that have shaped 2023 for our business family

Customer Spotlight

2023 has been a wonderful journey filled with growth stories, and it's our pleasure to shine a spotlight on a few of our incredible customers who have made this year unforgettable

Industry Recognition



Best Use of Customer & Data Analytics in Loyalty Program at The Customer Fest Show 2023

Our esteemed customer won a prestigious award, a testament to our collaborative journey

Zence: Expanding footprints globally

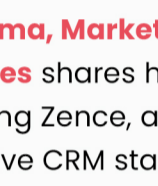
Easyrewardz going global with **Bata & Levis** in various countries and managing their Loyalty Program with Zence, a powerful & all-in-one CRM stack

[Read here](#)

Client Testimonial

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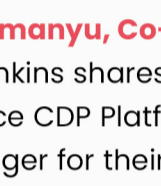
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Gaurav Sharma, Marketing Head of Campus Shoes shares his thoughts on how leveraging Zence, a comprehensive CRM stack has helped them in acquiring customers and encouraging repeat buying behavior through tailored campaigns

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Ataljit Abhimanyu, Co-Founder & CFO of Mumkins shares his experience of how Zence CDP Platform was a game changer for their business and helped them in delivering seamless CX at every touchpoint

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Customer Engagement & Community Building

Customer Connect

PRESENTED BY **zence**™

An exclusive gathering of CX Curators, Innovators, and Enthusiasts to explore the ever-evolving landscape of CX

Interview Series – Insights from our customers

When your customers become your brand advocates, it's pure gold!
Let's hear from our customers



Customer Connect: Campus Shoes Easyrewardz



Customer Connect: Mumkin's Success Story with Easyrewardz

Industry Insights



Indian **Retail market** is expected to reach US\$ 1.1 trillion by 2027 and US\$ 2 trillion by 2032



The **Banking industry** in India has historically been one of the most stable systems globally, despite global upheavals



The **Hospitality and Tourism Industry** in India is estimated to reach USD 29.61 billion by 2028 and \$100 billion by 2030 respectively



Over the next 10 years, National Digital Health Blueprint can unlock the incremental economic value of over \$200 billion for the **Healthcare industry** in India

Year-end Milestones

Brands that partnered with Easyrewardz in 2023

Thrilled to have partnered with numerous brands. Here are a few remarkable highlights



Celebrating Success, Delivering Excellence Where Vision Meets Action

Revel in success! Our campaign strategies not only met but exceeded expectations for our partner brands

Let's have a look –

Leading Jewelry Brand Achieved

15% higher revenue from Win back & Repeat Shoppers

~ 5% campaign Hit Rate leading to whopping surge in Revenue

~ 20% surge in women bottomwear sales

27% campaign responders translated into Purchasers

Leading Denim Brand Achieved

Leading Pet Care Brand Achieved

37% Jump in Average Bill Value (ABV)

~ 4% campaign Hit Rate for unparalleled success

Message to our customers

The Heart of the Easyrewardz Ecosystem



Tejas Kadakia
Co-Founder & Director,
Easyrewardz

