



5 Fast-Growing Brands Creating and Mobilizing Superfans



Founder and CEO Danny Dreyer launched Dixxon in 2013, initially selling flannel shirts from his trunk. He aimed to create comfortable, stylish, and durable shirts reflecting his counter-culture roots. Today, Dixxon is a globally recognized brand for its high-quality flannel shirts, intentional design, and exclusive limited releases. With unique collaborations, Dixxon flannel shirts are a favorite for those seeking style and durability.

A Customized VIP-Tiered Loyalty Program

Dixxon uses Okendo Loyalty to engage their customers with and create Superfans. How did they do it? They designed a program specifically for their customer base with Okendo Loyalty. To engage their customers even more, they creatively named their tiered loyalty program the Dixxon Insider Loyalty Fam (DILF). With the help of Okendo's strategic services team, they added a 4th VIP tier to their program, called the "Hall of Fame" tier to reflect the exclusivity feel of the brand.

LOYALTY PROGRAM LANDING PAGE

UNIQUE & BRANDED PROGRAM NAME

VIP TIERS

PLACE AN ORDER	1 Point for every \$1 spent	1.5 Points for every \$1 spent	2 Points for every \$1 spent	2 Points for every \$1 spent
ANNIVERSARY REWARD	–	✓	✓	✓
ACCESS TO DOUBLE POINT DAYS	–	✓	✓	✓
FREE ECONOMY SHIPPING	–	–	✓	✓
VIP EXCLUSIVE FLANNEL	–	–	–	✓

VIP TIERS

BEAUTY OF JOSEON

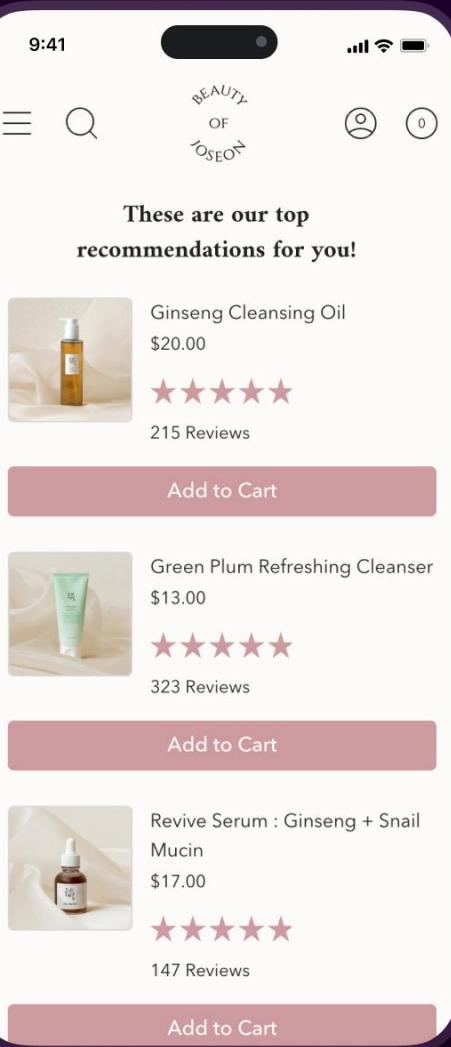
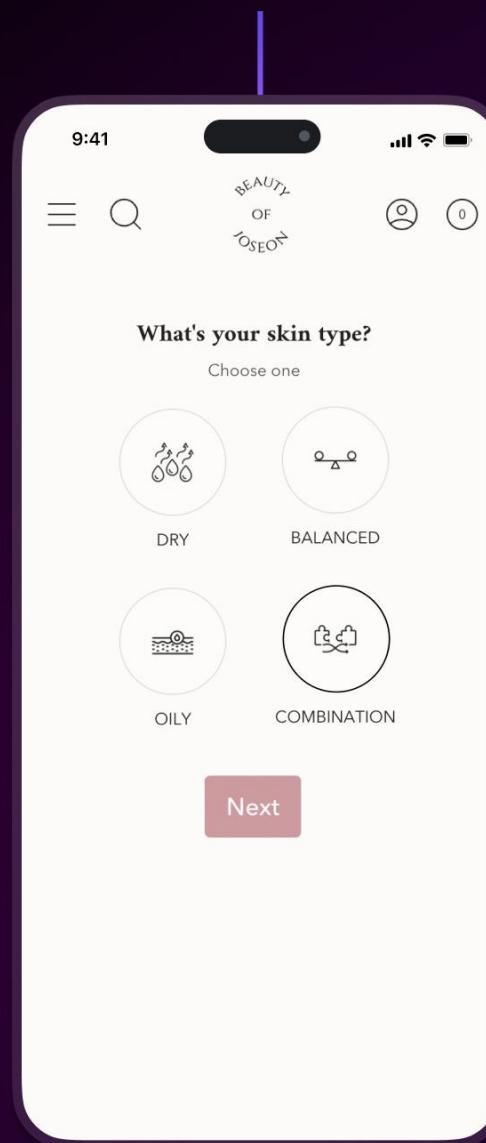
Beauty of Joseon uses traditional methods to create clean and effective skincare products for a global customer base. They ship to 40 countries, with plans to expand further.

Personalized and Engaging Experience with an Easy-to-Use Platform

Beauty of Joseon created a Skin Quiz with Okendo Quizzes. The quiz asks about customers' lifestyle, skin type, and concerns. Products such as cleanser, toner, serum, moisturizer, and sunscreen are then recommended to complete a fully personalized skincare regimen, providing a shopping experience that gets customers to convert. The brand created the quiz in partnership with global marketing agency Beyond Borders, Inc.

The personalized shopping experience is the starting point to create Superfans of the brand. The results provide it, with an 8% quiz conversion rate – more than double the entire store's conversion rate.

SKIN QUIZ QUESTIONS



PERSONALIZED RESULTS

VEGAMOUR

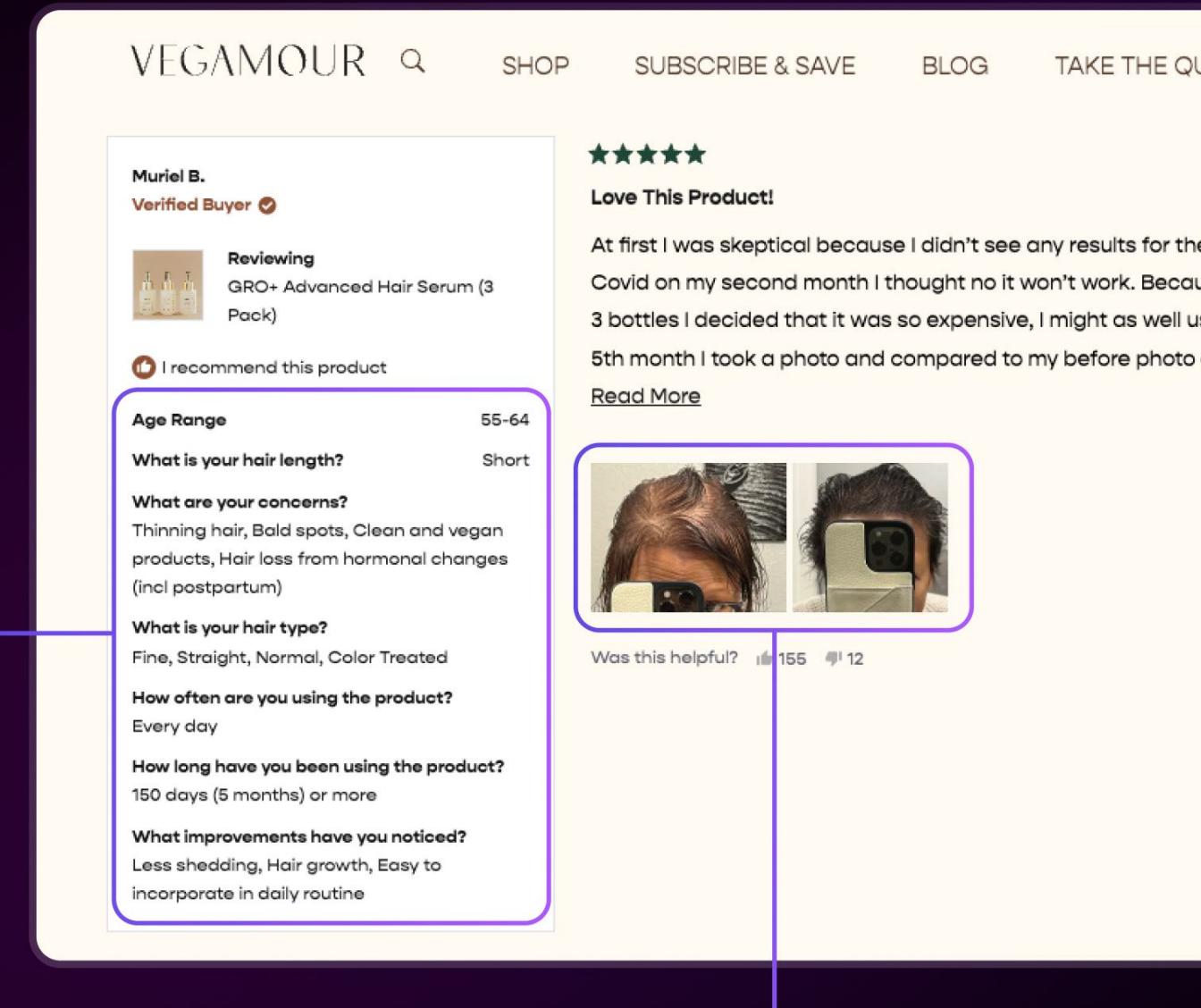
Vegamour is a beauty brand dedicated to hair wellness, employing a holistic approach with clinically tested plant-based ingredients. With a focus on long-term hair health, Vegamour has established itself as a leader in harnessing the power of nature for hair care solutions.

Leveraging Superfans

After transitioning from Yotpo to Okendo Reviews, Vegamour saw a remarkable 277% increase in conversions, attributing 21% of its revenue to the effective use of Okendo's features. The integration with Klaviyo enabled Vegamour to send personalized email campaigns and timely review requests depending on how long the customer has used the product, thereby deepening customer relationships and fostering a community of Superfans.

These Superfans are showcased on the brand's PDP's by displaying reviews and powerful user-generated content (UGC) that highlights the benefits of the product. This includes reviews complete with detailed customer attributes such as hair type, hair length, and age range, as well as before and after photos showcasing real results from the products. These photos provide social proof and allow potential customers to make more informed purchasing decisions.

CUSTOMER ATTRIBUTES



The screenshot shows the Vegamour PDP with a purple callout box highlighting the 'CUSTOMER ATTRIBUTES' section of a review. The review is from Muriel B., a verified buyer, who is reviewing the GRO+ Advanced Hair Serum (3 Pack). The attributes listed are: Age Range (55-64), Hair Length (Short), Concerns (Thinning hair, Bald spots, Clean and vegan products, Hair loss from hormonal changes (incl postpartum)), Hair Type (Fine, Straight, Normal, Color Treated), Usage Frequency (Every day), Duration (150 days (5 months) or more), and Improvements (Less shedding, Hair growth, Easy to incorporate in daily routine). To the right of the review, there is a star rating of 4.5 stars, a 'Love This Product!' button, and a 'Read More' link. Below the review, there is a 'Was this helpful?' section with 155 likes and 12 dislikes, and two 'before and after' hair photos.

USER-GENERATED CONTENT

Through the transformative power of collagen, The Collagen Co. is on a mission to help customers feel confident, radiant, and unstoppable.

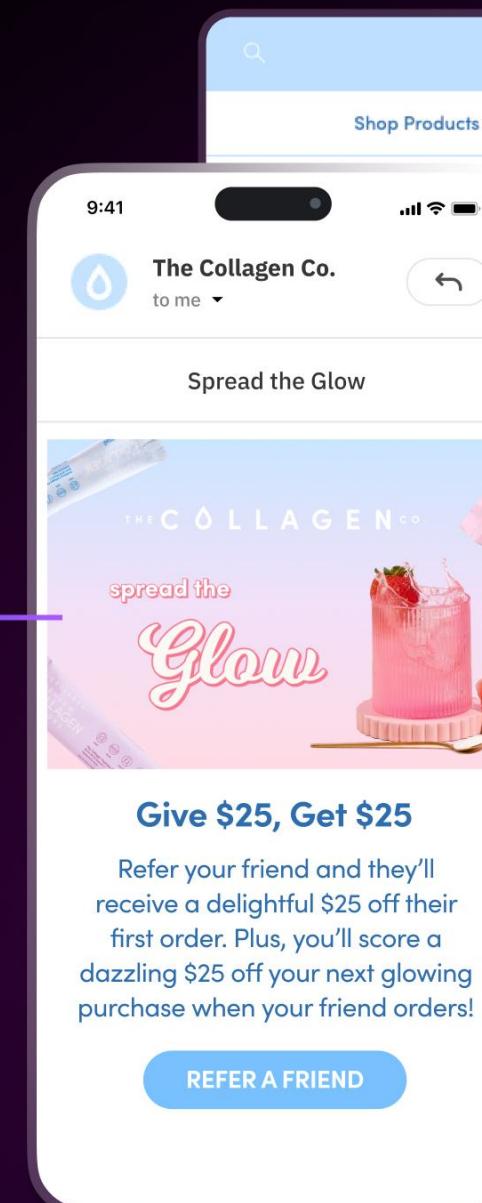
Customer Acquisition at Low Cost

The Collagen Co. easily turns loyal customers into Superfans by asking them for referrals through Okendo Referrals. The team seamlessly sends referral requests to these customers, offering a \$25 reward if they successfully refer a friend or family member.

By customizing their referral requests to match the look and feel of their program, they were able to provide a consistent and positive customer experience for their Superfans. The Collagen Co. saw a 9.7% conversion rate, along with a 20x ROI in the first 90 days of launching the referral program.

REFERRAL REQUEST

REFER A FRIEND LANDING PAGE



The Collagen Co.
to me ▾

Spread the Glow

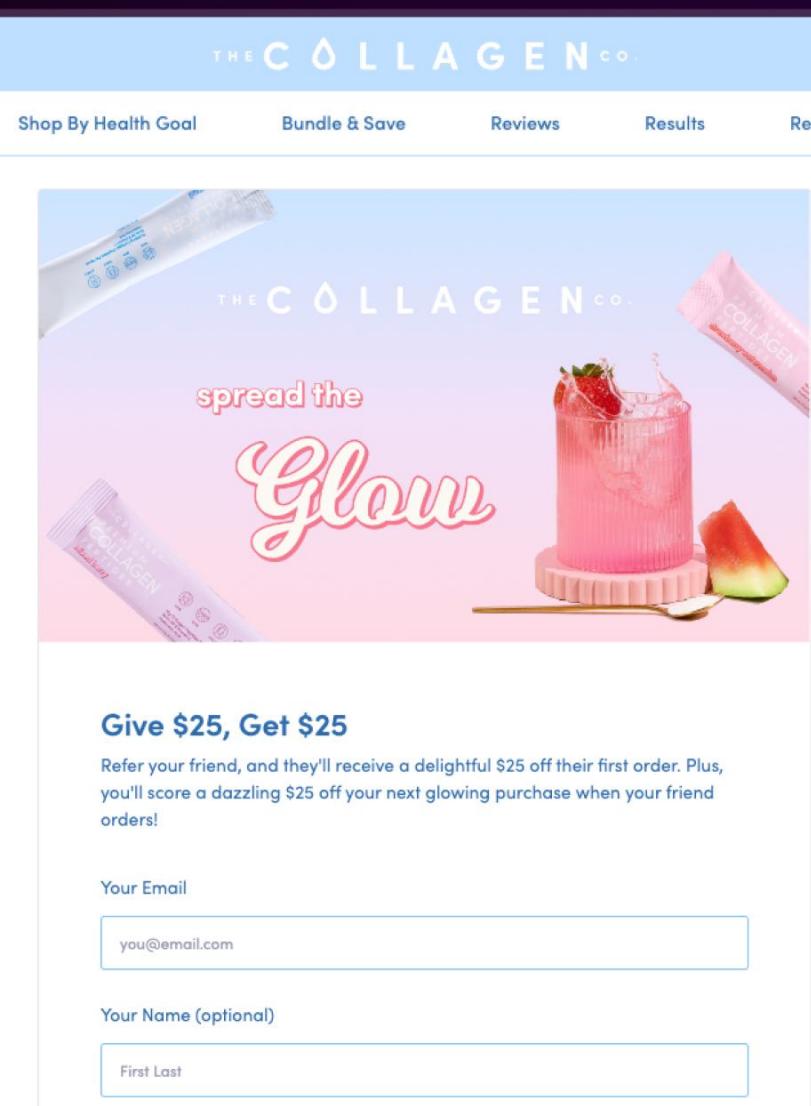
THE C O L L A G E N co.

spread the
Glow

Give \$25, Get \$25

Refer your friend and they'll receive a delightful \$25 off their first order. Plus, you'll score a dazzling \$25 off your next glowing purchase when your friend orders!

REFER A FRIEND



THE C O L L A G E N co.

spread the
Glow

Give \$25, Get \$25

Refer your friend, and they'll receive a delightful \$25 off their first order. Plus, you'll score a dazzling \$25 off your next glowing purchase when your friend orders!

Your Email

you@email.com

Your Name (optional)

First Last



Boody is a lifestyle brand that offers an extensive range of eco-friendly apparel for men, women, and babies. Their products, ranging from underwear and bras to activewear and baby essentials, are crafted with a focus on sustainable practices and the use of bamboo viscose. Boody's ethos revolves around comfort, both in the sense of their product's feel and environmental impact.

Building a Global Superfan Community

Boody has skillfully built a global community of Superfans, deeply resonating with CEO Shaun Greenblo's strategy of relying on products that "speak for themselves." By prioritizing an extraordinary customer experience and harnessing insights from their Superfans, Boody has managed to syndicate reviews across international storefronts.

As Shaun says, "I think that we've had to rely on Superfans since day 1 because of the nature of our product - We're a basics brand."

This strategy has significantly bolstered global customer trust, evident in a 268% increase in conversion rates and a 5% growth in average order value. The Reviews Carousel on their homepage is a testament to their commitment to engaging with Superfans and listening to their feedback, aligning perfectly with Greenblo's ethos: "Listen to your customers. Make them feel heard." This approach demonstrates Boody's effectiveness in building a resilient brand recognized globally.

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Australia

The most loved underwear on the planet

56,000+ Reviews



4.9 rating

"My go-to for everyday comfort"

★★★★★ Amy P

[Men's Original Boxers](#)

My husband finds these really comfortable, breathable and smooth. Great all day wear!

★★★★★ J

[LYOLYTE® Triangle Bralette](#)

As a 16D bralettes often give me end or coverage, but t comfy!

Recycle With Us

REVIEWS CAROUSEL



Okendo

Mobilize your own Superfans

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