



BOOSTING LOYALTY AT GNC

GNC has multiple levels of loyalty and needed a way to personalize post-sale messages for each segment in order to improve overall retention, share of wallet and lifetime value.

GNC looked to flexEngage to better leverage their post-sale communications and to drive greater loyalty and repeat purchases.

↑ 10X LIFT IN SIGN-UPS FOR PAID LOYALTY PROGRAM

Grabbing their customer's when they are most engaged with their brand, GNC saw a 10x lift in sign-ups for the paid loyalty program.

OVER 10% OF PURCHASERS ENGAGE WITH AUTO-DELIVERY

Over 10% of purchases opted in to an auto-delivery plan. Going further, 7% of sales from digital receipts came as a result of personalized product recommendations.

7% OF SALES FROM UPSELL PRODUCTS

GNC LIVE WELL
Vitamins & Supplements | Protein & Fitness | Weight Management

myGNC PRO ACCESS
GET A \$10 REWARD JUST FOR JOINING!

Plus, get a whole year of these premium perks:
 PICK-YOUR-DAY SALES
 Quarterly personal sale days
 FREE EXPEDITED SHIPPING
 Everything ships free all year long on GNC.com
 PRO BOXES
 Swag, samples and more, twice a year
[LEARN MORE](#)

GENERAL NUTRITION CENTER
 WASHINGTON STREET
 343 WASHINGTON STREET
 BOSTON, MA 02108
 617-227-4466

Trans #: 55729 (08/17/2018 09:34 AM)
 Store #: 03096 Register #: 002 Consultant: Johnny SPSN: 0000006363
 Member #: 150094297296 (AVI BELMAN)

	TRIPLE BEE COMPLEX YS OR 000000731803 1 @ 16.99 SET UP AUTO-DELIVERY & SAVE	\$16.99 Quantity: 1.0
	XCHO 100% WHEY GOLD 000000350257 1 @ 29.99 SET UP AUTO-DELIVERY & SAVE	\$29.99 Quantity: 1.0
		Sub-Total \$46.98
		Taxes SALES TAX: 6.25% on \$16.99 \$1.06
		Total \$48.04
Payment Information Visa *****9841 Auth Num: 662007		\$48.04
		Total Paid \$48.04
		Change Due \$0.00

Points Earned Today = 47
 Total Points Available = 254

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Top Sellers

- BODYDYNAMIX™ SLIMNANCE® CORE SLIMMING COMPLEX** ★★★★★
- GNC MEGA MEN® PERFORMANCE & VITALITY VITAPAK® PROGRAM** ★★★★★
- BODYDYNAMIX™ SLIMNANCE® CORE SLIMMING COMPLEX STIMULANT FREE** ★★★★★
- NUGENIX® ULTIMATE TESTOSTERONE** ★★★★★

"One thing we've recently started testing is asking customers for a store review. That's driving search ranking; it's an added benefit that's helping us with omnichannel interaction that I would never have thought would be possible with a digital receipt." - Jennifer Biefel, GNC Director of Customer Marketing & Loyalty

LET US REIMAGINE YOUR TRANSACTIONAL COMMUNICATIONS:
EMAIL HELLO@FLEXENGAGE.COM OR VISIT FLEXENGAGE.COM.

