

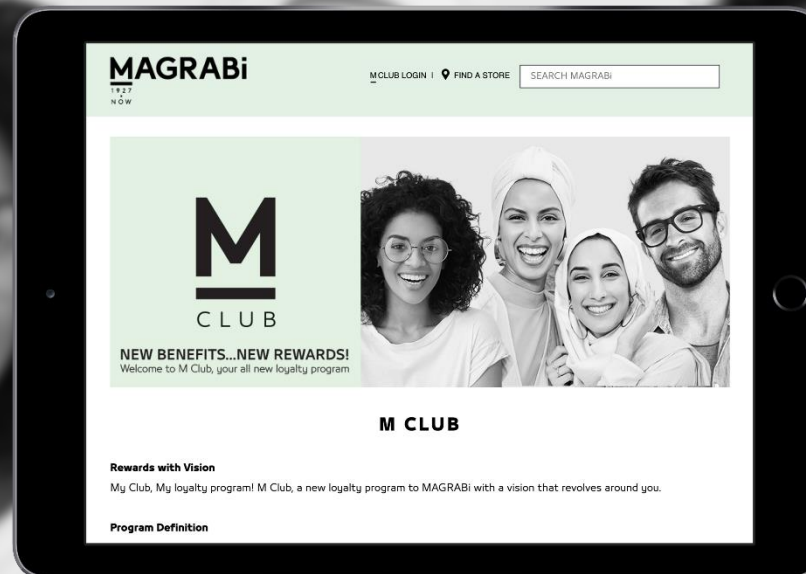
# MAGRABI REDESIGNS PROGRAM TO INCREASE RETENTION

## Challenge

Magrabi is the largest eyewear retail group in the Middle East and North Africa. Magrabi had a legacy program – **PRISM**, a two-tier invite-only program based on spend not inclusive of all members. In order to increase retention and market share, Magrabi looked to redesign their program.

## Approach

- Collaborated with Magrabi to revise, implement & relaunch Prism into a card-less, points-based tiered loyalty program
- When Magrabi changed its brand in 2019, Aimia developed a transition plan for the program to rebrand as MClub, offering new members new rewards and tiered benefits such as gamification, family accounts, and referrals. Members can also shop across various territories and earn up to 10% of their spend back in points
- Aimia's on-going services include; Loyalty Platform, Strategy, Analytics, Program Management and Communications



## Results

# 35%

Member retention rate, 2X rate of non-members

# 30%

Revenue generated in the business is from members

# 5

Countries involved in the program