

# Ecommerce Automation 101: Loyalty and Retention

Set your brand up for long-lasting  
customer loyalty

With rising customer acquisition costs and an increasing number of retailers moving their business online, it's never been more important to prioritize long-term relationships with existing and loyal customers.



**+11  
trillion**

To put this in context, [ecommerce is expected to grow by nearly \\$11 trillion dollars between 2021-2025](#), with an estimated [12-24M ecommerce sites](#) around the world.

This growth is mainly being driven by advancements in technology that have lowered the barrier to entry, and made it incredibly easy to buy and sell products online.

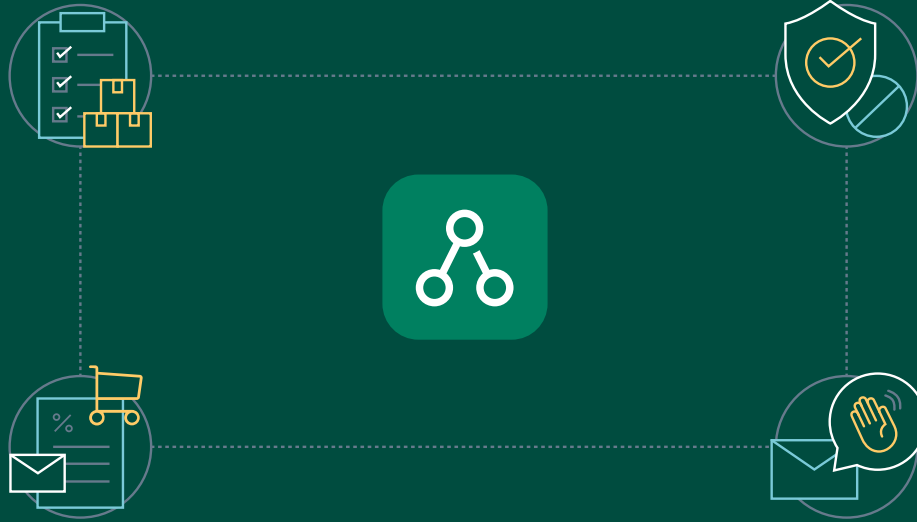
Further to that, due to recent data privacy changes made by iOS 14, [the cost for digital paid ads has increased 15-20%](#).

In fact, according to Ben Jabbawy—the Founder and CEO of Privy—“some brands are seeing ad costs go five times higher than [before] to drive the same amount of traffic”.



**up to 5X**

**As a result of these challenges, brands need to prioritize retention by both rewarding and incentivizing their existing customers to spend more.**



**Ecommerce automation** is software built to convert tasks, processes, or campaigns within your business into automations that intelligently execute exactly when needed. It's how businesses can do more with the resources they have and scale efficiently.

When it comes to loyalty and retention, ecommerce automations can help do things like automatically:

- Kick-off post-purchase campaigns
- Tag customers for segmentation and marketing
- Track high value customers and returns
- Award loyalty points for purchases and product reviews

No matter the use case, the end goal is the same: to increase customer loyalty as efficiently and cost-effectively as possible.

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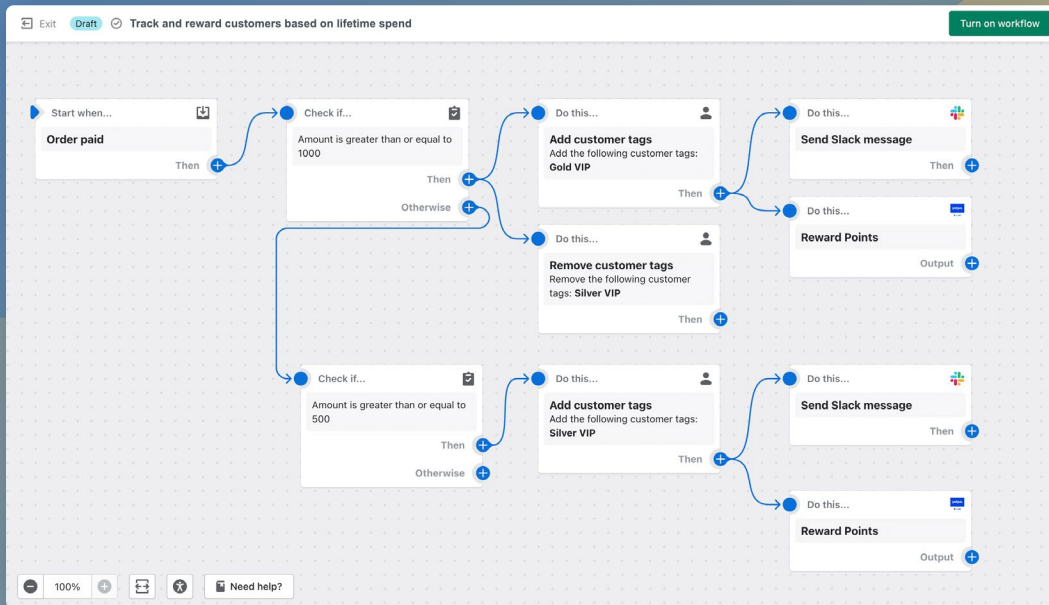
**“I can turn on the workflow with just a few clicks and never worry about it again. Shopify makes it easy to build campaigns that get the right message to the right customer at the right time, which really helps me grow my brand.”**

Bianca Boldișteanu | Queen B Cards

**QUEEN B  
CARDS**

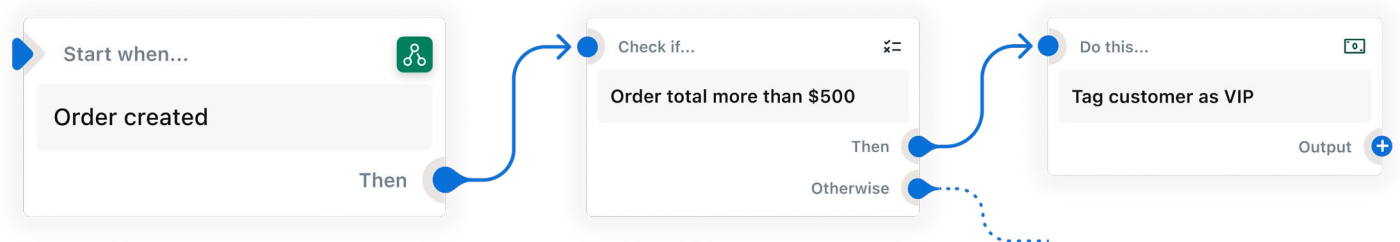
EST. 2020





Shopify Flow was built to help brands create the custom workflows that they need to automate tasks, processes, and campaigns within their store and across their apps.

Flow is based on a simple, no-code “**trigger, condition, and action**” format. Basically, a “trigger” is an event that Flow looks out for and which sets an automation in motion. A “condition” is the rule that determines if an action should occur, and the “action” is the task that is completed if the condition is met.



Here’s what that might look like for a workflow that automatically adds a customer to your loyalty program:

- **Trigger:** An order is created.
- **Condition:** If the order total is \$500 or more.
- **Action:** The customer is tagged as a VIP in the system.

Empowering brands of all technical skill levels, Flow lets you quickly and easily install pre-built workflows or create entirely custom ones, all without needing to touch a line of code.



## Track and thank customers who purchased a subscription

Tracking your top customers allows you to reward the customers who are most active in your shop. With this workflow, you can segment and tag customers based on their lifetime spend or order count, implementing well-deserved loyalty and retention initiatives based on the data. The tool can also help you stay on top of segmentation by automatically notifying your team when customers pass certain spending thresholds.



## Kick off post-purchase campaigns

Customer retention is more important than ever. In fact, studies show that [existing customers are 50% more likely to try new products and spend more](#) than net-new customers. Use this Flow template to keep customer acquisition costs to a minimum, and focus on retention instead. Reaching out to your customers with custom promotions makes them feel cared for—and excited to shop. The template allows you to create fully customizable post-purchase upsell and winback campaigns, across email, text, or browser push notifications.



## Tag, thank, award loyalty points to customers who purchased a subscription

Subscription programs are an [incredibly popular](#) way to boost customer retention and receive recurring revenue. Further to that, [78% of customers](#) said that loyalty programs encouraged them to spend more money on a brand. With this Flow template you can let your customers know how appreciative you are by thanking them when they purchase a subscription.



## Gain insights into your returns

Learn more about your store's returns by looking at reasons why customers didn't want to keep their purchases. Gain insights from this to understand how you could improve. This workflow automatically tags customers who have placed returns totaling over \$100. From there, you can follow up with them to learn what you can change moving forward to mend the reason for return.

Whatever your business needs—**build it.**

**1B+**

Automated decisions  
each month

**150+**

Custom use cases  
solved every week

**34K+**

Unique jobs completed  
by Flow

Although we highlighted 4 key loyalty and retention use cases in this playbook, there are many more pre-built workflows available in the Shopify Flow template library.

Additionally, remember that Flow templates can always be tailored to meet your needs—meaning you can always swap out a specific loyalty rewards app, or change an email or text messaging app with one that you prefer.

