

rediem

the black friday strategy no one is talking about.

every brand bids for attention in the same four days. the top brands are winning, and it isn't with a bigger discount.

67%

increase in lifetime value

46%

increase in repeat purchase

70%

increase in average order value

most of them never come back.

you win the customer, then lose the LTV. give that first-time customer a reason to engage with your brand and build a real emotional connection, so they come back when nothing is on sale.

WHAT COMMUNITY IS WORTH

3x

lifetime value

customers stay **5.1 years**
instead of 3.4.

the weekend brings deal-hunters.
community is what makes them
stay.

BEFORE BLACK FRIDAY

give them a reason to join

members sign up and tell you what they like, so you arrive on friday with zero-party data to personalize every offer.

DURING BLACK FRIDAY

make members feel chosen

early access and perks picked for what they told you they like, so the weekend feels personal instead of another sitewide markdown.

AFTER BLACK FRIDAY

keep the relationship going

challenges, member content and community wins give people a reason to engage between purchases.

steal from the rediem playbook this black friday.

real ways brands are using rediem, built for the busiest weekend of the year and the year that follows it.



the in-store scavenger hunt

turn the aisles into a game: find the product in store, scan, earn points. an interactive shopper-marketing play that drives in-person traffic on the busiest weekend and tells you exactly who showed up.

OLIPOP

hundreds of receipt uploads and pieces of ugc collected

let members tell you what they want

members share preferences, values and routines for points, answered because it's fun. the segments that make your holiday campaigns land.

85%

average profile completion
rate

What motivates you to shop Faherty?

☐ Comfort

☐ Fit

☒ Sustainability

☒ Style

☐ Functionality

← Next →



Make us Laugh

🍌 25 Bananas



🔄 Repeatable · Every year

Details

Text us a joke and we'll give you 25 bananas.

make sms worth opting into

reward people for texting you something fun, the way sun bum trades points for a joke. the back end fills with jokes, your list grows ahead of the big weekend, and the channel keeps working long after it.



turn members into your best channel

give members points for sharing the product with friends. referrals come through rediem, and you get a steady stream of ugc you can use on socials.

Pass the Mac



🔄 Repeatable · Every day

Details

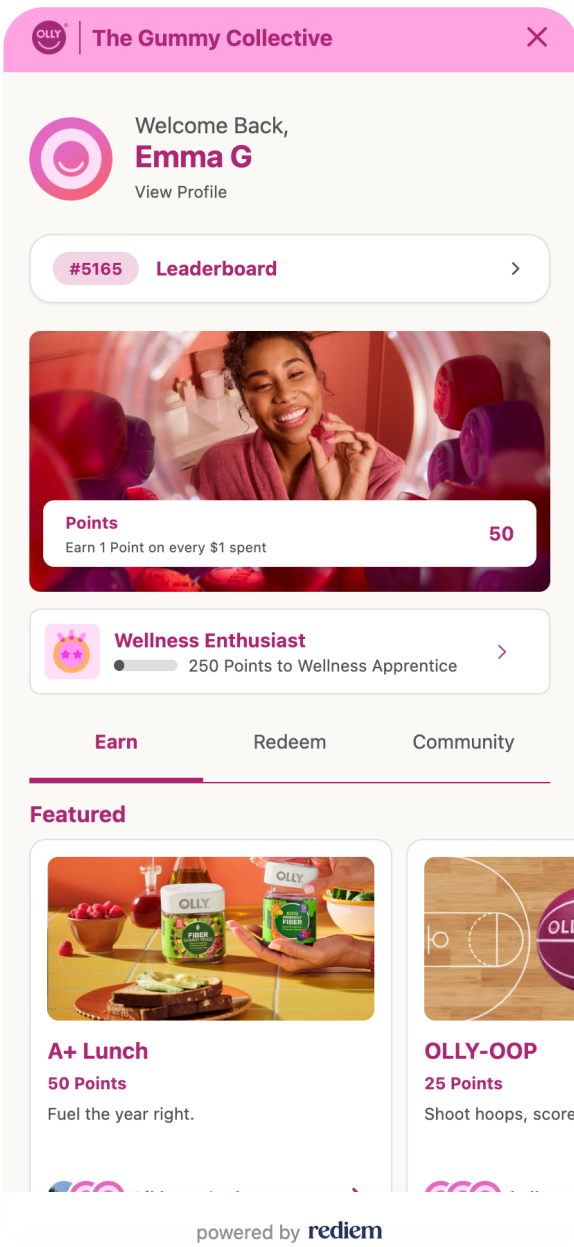
Friends, family, coworkers, pets... even a lucky stranger. Show us who gets to enjoy GOODLES with you.

SHARE YOUR MAC

member moments all year

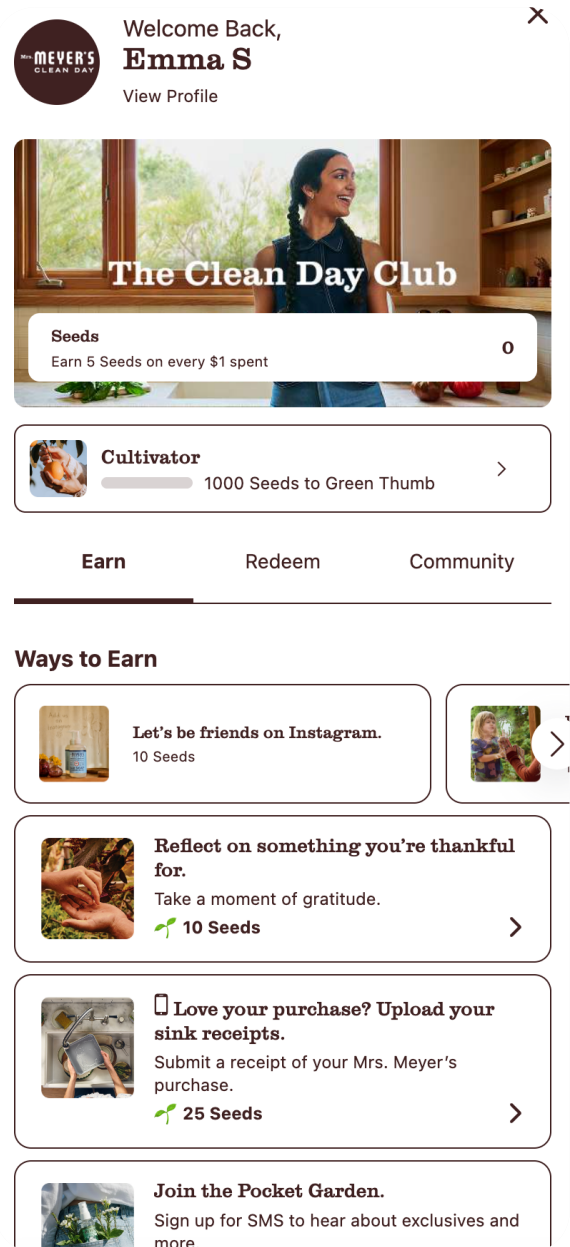
birthdays, milestones, challenges and community wins. reasons to reach out that aren't a promo, so the brand is still there when they're ready to buy again.

programs that stand out.



olly · the gummy collective

tiers to climb, a leaderboard to watch,
and things to do that pay in points.



mrs. meyer's · the clean day club

seeds on every dollar, a tier ladder to
green thumb, and earn actions worth a
moment, a receipt or a follow.

commit to launching before black friday.

20% off
your first year

onboarding fees waived

swag

thrive market box
stocked with brands we work with

commit to going live before nov 27



we'd love to see you wearing your rediem hat.

[learn more →](#)

[book a chat →](#)

rediem