

COMMERCE

## Estée Lauder rewards loyal shoppers with perks, exclusives

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Estée Lauder lipstick

By STAFF REPORTS

U.S. beauty brand Estée Lauder has introduced a loyalty program to reward ardent consumers who frequently buy its products.

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Based on points acquired through purchases, Estée Lauder's tiered rewards program will give loyalists access to free products, special events and other exclusives. Luxury brands have been hesitant to introduce loyalty programs as it may dilute the exclusivity of its products, but giving back to top consumers presents opportunities for increased engagement and more personalized branded experiences.

### The E-List

Estée Lauder introduced the Estée E-List Loyalty Program over its social media channels to reach consumers already interested in its products and brand happenings. On the sign-up page Estée Lauder says, "Hollywood may have its A-list, but when it comes to beauty, there's only one list you want to be on: the Estée E-List."

To entice sign ups, Estée is offering 15 percent off on an order for new members. The free program is hand-curated by Estée experts with rewards based on purchases made.

For instance, when consumers sign up their point allotment begins at zero, but includes a birthday gift, 15 percent off one online order, free samples with each purchase, free standard shipping and returns and early access to events and free full-size products when 450 points is reached.



Estée Lauder E-List sign up page

The next level, dubbed "Be Enthusiastic," offers consumers product previews, online events, in-store member events, 20 percent off one online order and free full-size products. The "Be Envied" tier includes the aforementioned level perks in addition to free 2-day shipping with \$75 purchases, a personal beauty advisor, VIP member events and free full-size products when 650 points is reached.

Points are acquired based on dollars spent, so if a product is \$35 the consumer is given 35 points. Plus, Este will give out surprise and bonus points as well as points based on writing product reviews and orders fulfilled through auto replenishments and double point events.

Sixty-two percent of retailers are planning to allocate more funds toward their loyalty programs this year, according to a report from Boston Retail Partners published in August.

Consumers are becoming more digitally driven, and loyalty programs have to change with them, incorporating mobile, gamification or consumer data to make the reward process more personal. Thinking of a loyalty program as another part of the omnichannel shopping experience enables a brand to reach consumers however they choose to interact ([see story](#)).

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