

Rebecca Minkoff Partners with Clutch on First-Ever Loyalty Program

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The leading fashion brand turns to Clutch to launch and manage a brand new loyalty program for online customers

AMBLER, Pa.--(BUSINESS WIRE)-- A maker of affordable luxury handbags, accessories, footwear, and apparel, Rebecca Minkoff has enjoyed wide success distributing products through major retail chains such as Bloomingdale's and Nordstrom. When the time came to select a company to establish and operate its first-ever consumer loyalty program for its online customer base in the United States, Rebecca Minkoff turned to leading loyalty and customer marketing provider Clutch. As part of its agreement with Rebecca Minkoff, Clutch will complete its comprehensive suite of high-tech services in two phases.

Phase one entails the design and setup of an online loyalty program which will allow visitors to Rebecca Minkoff's mobile and desktop websites to learn about the perks of the program and to enroll. From introducing the loyalty program and capturing new signups to managing consumer communications and issuing accrued consumer rewards, Clutch will handle all facets of program membership and operations. The firm will capture and analyze Rebecca Minkoff shopper data in real time in order to better understand individual loyalty program members and tailor loyalty program operations to meet their exact wants and needs.

In phase two of the consumer loyalty program process, Clutch will work closely with Rebecca Minkoff to expand its overall loyalty strategy initiatives, using insights from the live program to inform expansion and modifications. In addition to developing new online elements to help keep shoppers engaged and motivated, Clutch and Rebecca Minkoff will likely expand their existing loyalty program to incorporate the large numbers of offline shoppers at their brick and mortar store locations.

Rebecca Minkoff is known in the industry for embracing innovative ideas in the realm of retail. The brand ultimately partnered with Clutch as part of its effort to leverage all that modern technology can bring to the customer/retailer relationship. The founding designer and administrative head of the fashion company, Rebecca Minkoff herself said, "The customer journey has so much more opportunity now enabled by technology, especially with regard to loyalty" adding that, "We're thrilled to partner with Clutch on our first ever loyalty program and look forward to delivering something that's unique and truly personalized for our shoppers."

Over the years, Clutch loyalty programs have helped over 900 businesses:

- Identify customers across channels
- Understand customer behaviors and shopping preferences
- Increase the relevancy and effectiveness communications
- Increase brand loyalty and reward loyal customers
- Grow revenue while optimizing marketing spend

According to Clutch CEO Ned Moore, it's all about understanding the customer. "For a customer to come back time and time again, the brand has to really understand that customer. In today's world this means using data to learn what they want and to deliver on their expectations in a timely

manner,” he said. “We’re dedicated to helping our clients achieve this and are really proud to bring a well respected and innovative brand like Rebecca Minkoff into the Clutch family.”

About Clutch

Clutch’s Customer Management platform delivers actionable customer intelligence and personalized engagements that empower B2C companies to uniquely identify, understand and motivate each individual in their customer base. The platform integrates real-time customer data across point-of-sale, ecommerce, mobile and social channels, marketing touch points and more back to a single individual customer record. With the addition of machine learning, the platform is able to deliver highly personalized and relevant engagements to increase the value of each customer. Headquartered outside of Philadelphia, Clutch’s solutions impact over 120 million consumers of over 900 brands. Clutch is a proud partner of Safeguard Scientifics (NYSE: [SFE](#)), NewSpring Capital and Ben Franklin Technology Partners. For more information visit clutch.com, follow [Clutch Holdings](#) on LinkedIn or [@ClutchSuccess](#) on Twitter.

About Rebecca Minkoff

Embodying 21st century femininity in all its multidimensionality, Rebecca Minkoff encourages her audience to confidently own the many roles they occupy and their many moods and feelings. Since launching in 2001, the brand has established itself as a destination where functionality, modern femininity, and the current cultural moment converge. The collection spans handbags, ready-to-wear, footwear, jewelry, eyewear, tech accessories, and swimwear. Through products, content, conversations and experiences, Rebecca Minkoff is dedicated to creating the modern cultural and business narrative of togetherness and a shared success.

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