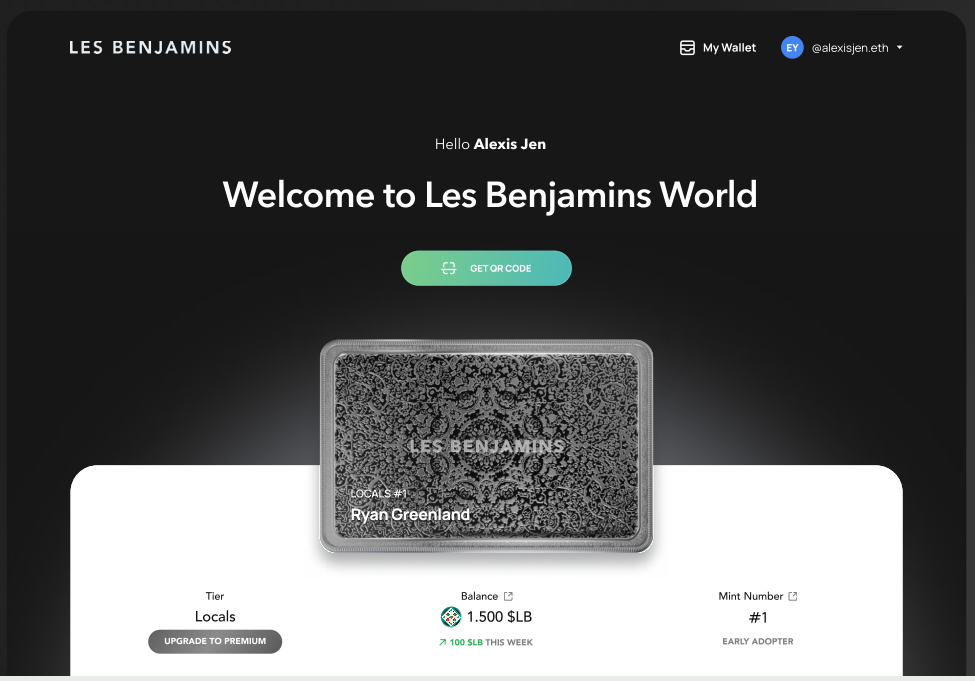
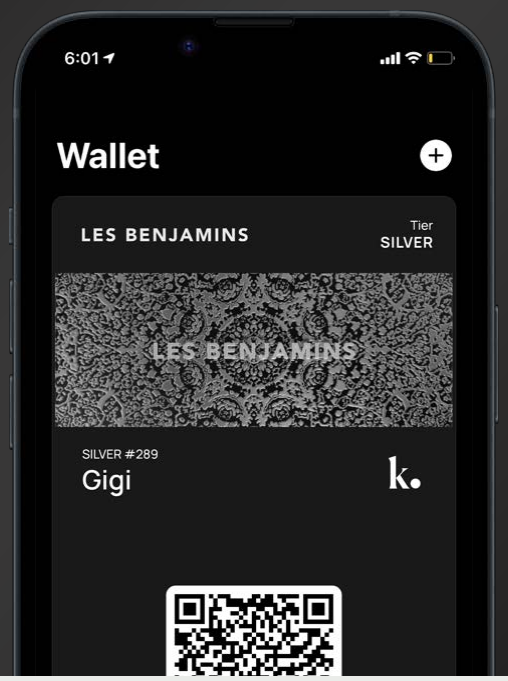
LES BENJAMINS

POWERED BY kalder / polygon





Shopping as a Social Sport: The Gamification of Les Benjamins

How Kalder's cutting-edge CRM powered Les Benjamin's Web3 Debut on Polygon

THE PROBLEM:

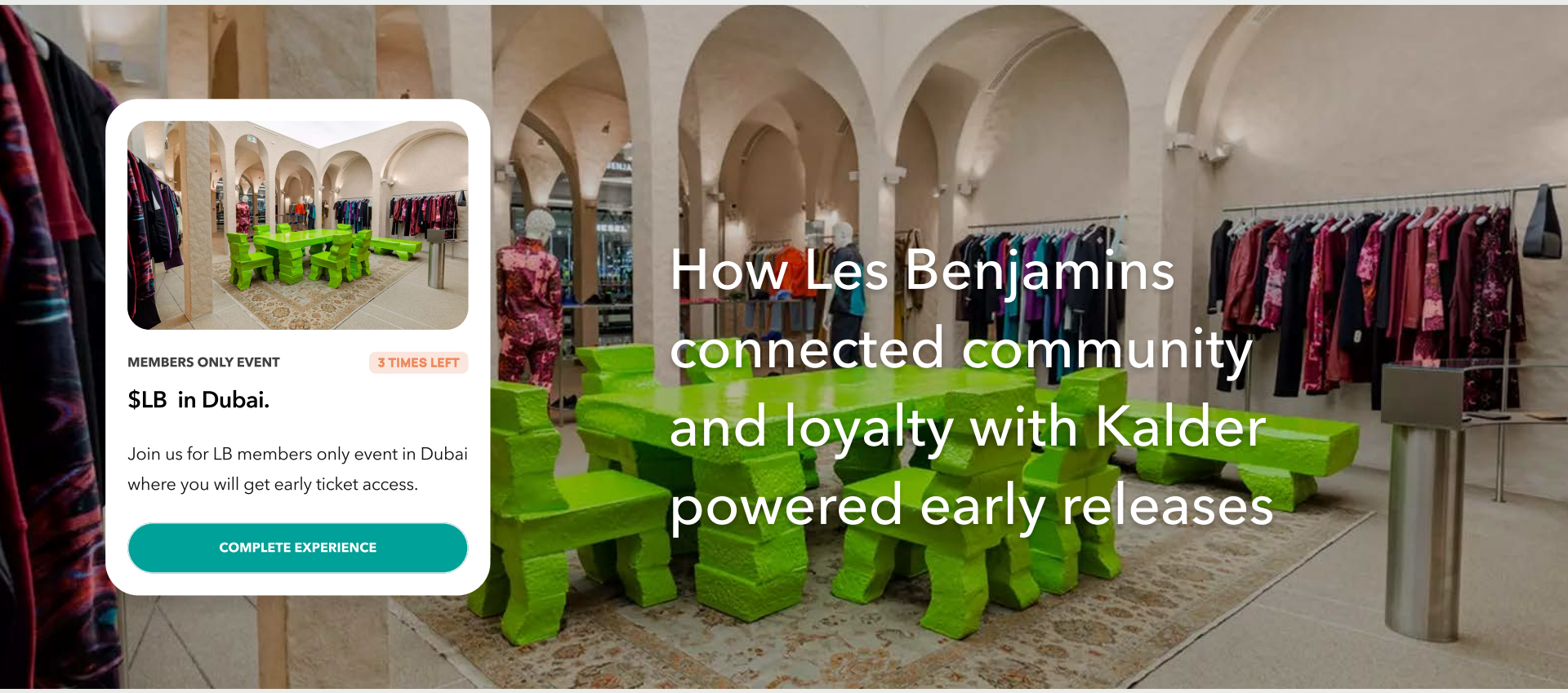
- Brands are looking for new ways to engage their customer base
- Most loyalty programs do not extend beyond the point of purchase
- Onboarding to Web3 can be daunting for both brands and their customers

THE SOLUTION:

- Mobile-first loyalty and gamified quests drive bi-weekly and daily engagement
- Les Benjamins tapped Kalder to build and operate the Web3 loyalty program
- Polygon PoS offers low operating costs and quick, frictionless transactions

THE RESULT:

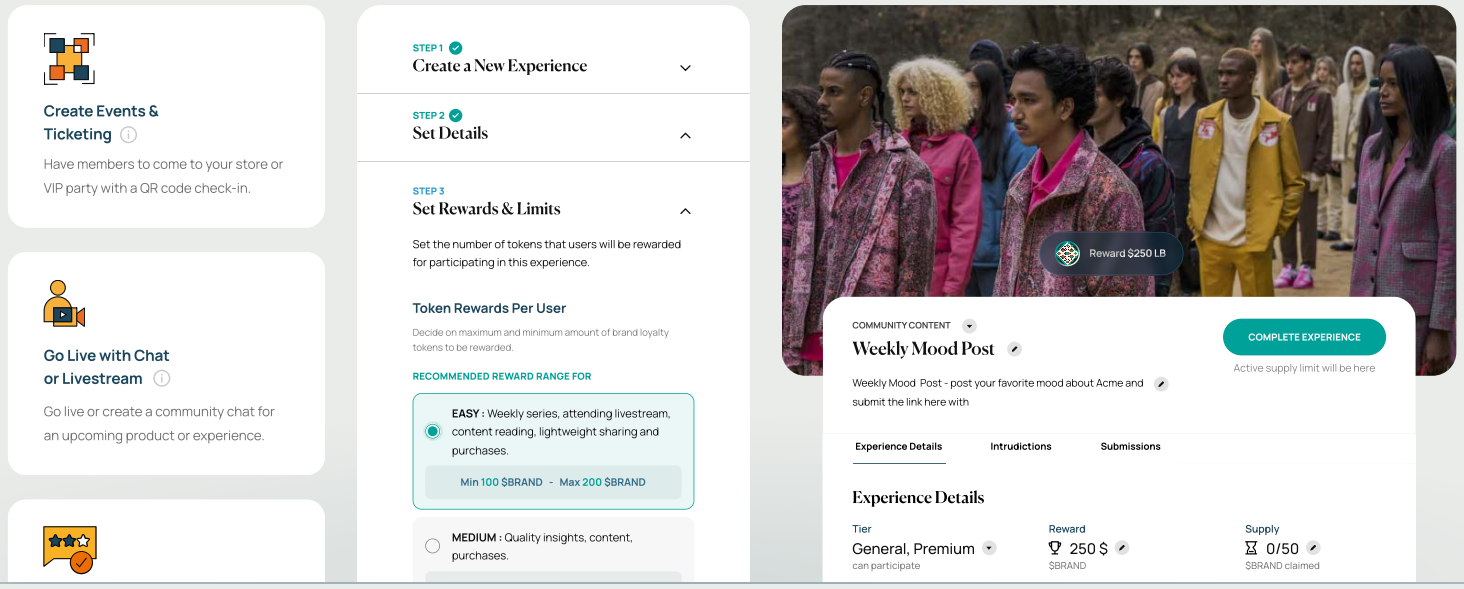
- 48% of members took part in each quest on average
- 750+ quests completed by participants
- 300+ conversation messages in the token-gated Discord channel



Flying Carpet Crew Takes Off

Les Benjamins, a luxury streetwear brand, was looking to scale and connect its global community in ways that are both social and engaging. "Flying Carpet Crew" was its first foray into the world of Web3, leveraging the tools provided by brand loyalty and engagement provider Kalder to offer exclusive NFT membership passes which unlocked a wide array of benefits.

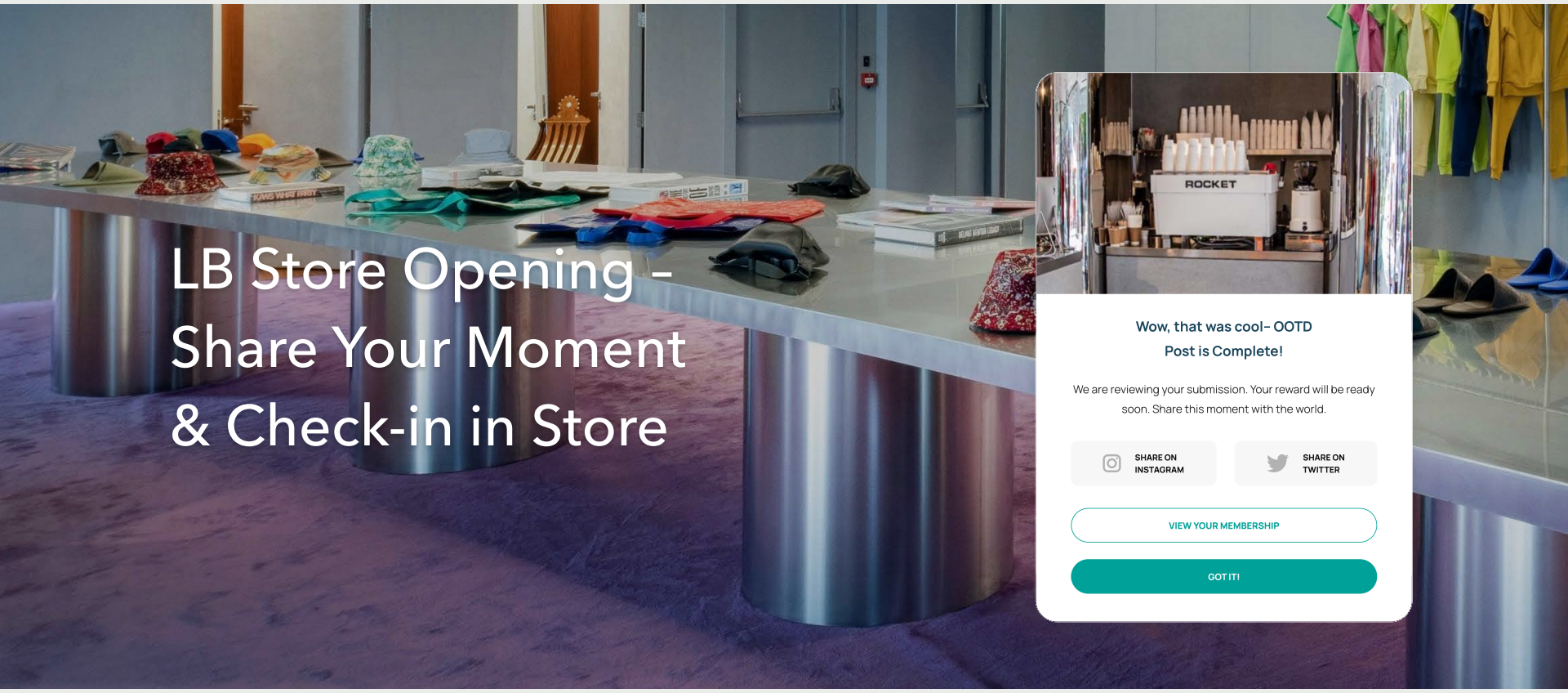
The program was unveiled at Paris Fashion Week in an event with Chinatown Market. Access was later expanded to the broader LB community, increasing the mint supply to over 500. All membership passes were minted out in less than one day with a 30% email activation rate.



Kalder Weaves Its Magic with Kalder CRM

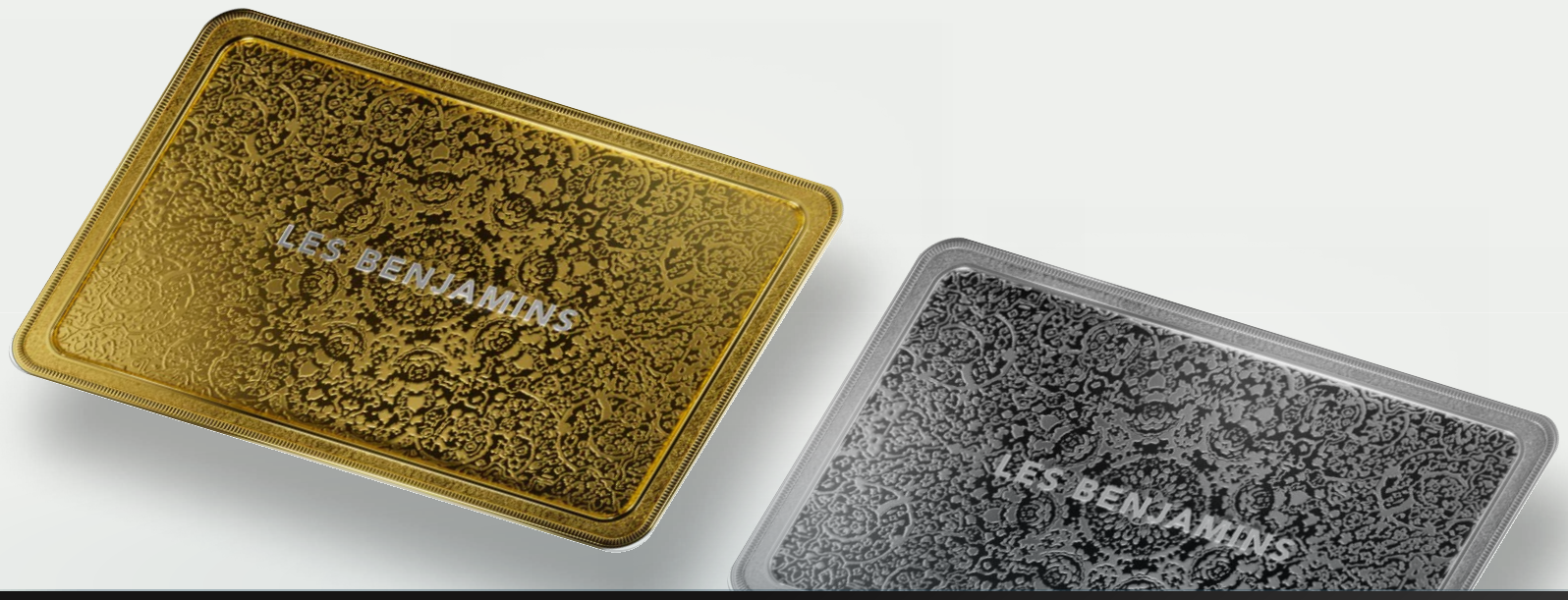
The membership program turned passive consumers into active participants with $LB tokens, which can be earned by completing quests. In contrast to most loyalty schemes, which end at the point of purchase, gamified aspects of the quests powered day-to-day engagement. The mobile-first design made onboarding seamless by integrating the membership pass into Apple Wallet.

Carpet Weavers at Paris Fashion Week received exclusive access to fashion shows and pop-up sales. Anyone joining now will also be able to enter a members-only Discord channel; earn $LB tokens by voting on next drop to sharing content; gain access to exclusive Les Benjamins events, experiences and collabs; and earn badges that feature special LB designs and open the doors to LB exclusives.

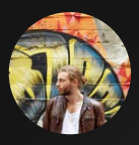


Social Shopping – Going on a Quest

"Share Your Cup" was one of the most popular quests so far. To celebrate the opening of Les Benjamins' LB Cafe in Alsancak, Carpet Weavers were invited to help develop the artwork for the cafe's cups. Members who visited the LB Cafe could leave a note or draw a design on their cup. To earn rewards, all they had to do was share a photo of their coffee cup to the community.



KALDER WAS ABLE TO INCREASE OUR BRAND ADVOCACY, AND HOURS SPENT IN E-COMMERCE SEAMLESSLY WITH INTERACTIVE REWARDS.



GOKCE GURPINAR

Head of Marketing, LES BENJAMINS

Loyalty on Polygon

With over 310 million unique user addresses, Polygon protocols are home to tens of thousands of decentralized apps and major global enterprises like

Robinhood, Stripe and Adobe.

The network's low fees, fast transaction speeds and a vanishingly small carbon footprint have also made it a perfect fit for loyalty programs, attracting Starbucks, Nubank and Flipkart.

Sign up to be the first one to get initiated into the Flying Carpet Crew, learn more about Kalder's unified Web3 tooling platform for brands and creators, and explore the rich ecosystem of applications on the Polygon network.