



Challenge



HOKA needed to create a flexible loyalty pass that streamlines identification, automates data capture, and elevates the member experience.

Solution



A personalized pass that enhances rewards and simplifies member identification and data capture.

Goals



Deliver a digital loyalty pass that simplifies member identification, automates data capture, and provides a premium rewards experience.

Results



16.6%

Higher purchase frequency among active pass users

4.2%

More revenue per customer from active pass users despite \$20 credit

Takeaways



The digital pass not only elevated the customer experience, it drove measurable impact. Active pass users purchased 16.6% more often and generated 4.2% higher spend per member, even with a \$20 incentive applied.

In Progress



Expand to 4M+ loyalty members and launch pass challenges at in-person events.

Use Case: Loyalty Cards



9:32



Done



HOKA Membership Card

MEMBER PASS

MEMBER ACCOUNT

Jared Lusk

TIER STATUS

Run

Zip Code

33312



Google Wallet