Spur × Orange Sugar

CUSTOMER STORY · D2C KIDSWEAR · WHATSAPP AUTOMATION · LOYALTY

Orange Sugar gets 95.6% of its loyalty updates delivered and 69.4% read on WhatsApp

A loyalty balance only brings a customer back if they see it. Orange Sugar sends every new coin balance on WhatsApp with a way to redeem it, and 2,206 of the 3,180 updates it sent in 30 days were read. No app to download, no login to remember.

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69.4%
Reward updates read
2,206 of 3,180, 11 July to 9 August 2026

2,775
Customers reached

95.6%
Delivered
3,040 of 3,180

3,180
Reward updates sent

Reporting window
11 July to 9 August 2026

Orange Sugar makes breathable cotton basics for newborns to ten year olds, sold from its own Shopify store. It runs a coin based loyalty programme on Nector, and reaches customers on WhatsApp through Spur.

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A balance nobody can see is a reward nobody uses

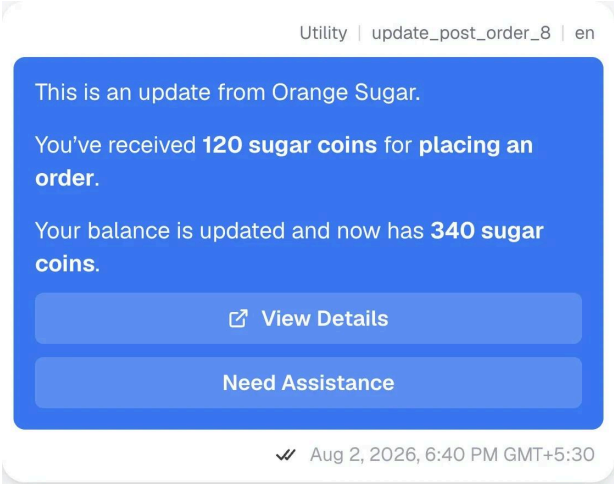
Orange Sugar had a loyalty programme its customers liked in principle. The problem was that most of them never found out what they had earned.

Orange Sugar sells cotton basics for babies and children, the kind of thing parents buy again and again as the child grows. That makes loyalty worth running: a customer who comes back for the next size is worth far more than the first order. The brand set up a coin programme on Nector, with coins for orders, sign ups and reviews.

Loyalty programmes leak at one point in particular. The customer earns the reward and never hears about it. The balance lives in an account page they would have to log in to see, or in an email that arrives among the receipts. By the time they are back at checkout, the coins are forgotten and the discount they could have had goes unused.

The brand was already sending order and shipping updates on WhatsApp through Spur, in a thread customers opened. The obvious fix was to put the coin balance in the same place, with a way to spend it one tap away.

That needed the loyalty ledger and the messaging to talk to each other, so the update could carry the real numbers rather than a generic nudge.



The template in Spur, with the coins and balance filled in as an example. What was earned, what for, and the balance now.

Why a utility message

A change to a balance the customer earned is an update about their account, not an offer. That makes it a utility template, which is priced below marketing templates and is not held back by the frequency caps Meta applies to promotional sends.

Put your loyalty balance in the WhatsApp thread

Spur connects to Shopify and Nector and sends every reward update on WhatsApp, as a utility template billed per delivered message.

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What they built

Nector stays the system of record for coins. Spur is where the customer hears about them.

01. Let Nector fire the event

Spur has a native Nector trigger. Each time Nector credits coins to a wallet, for an order, a sign up, a review or anything else the programme rewards, it sends a webhook to Spur with the customer, the coins, the reason and the new balance.

Configuration

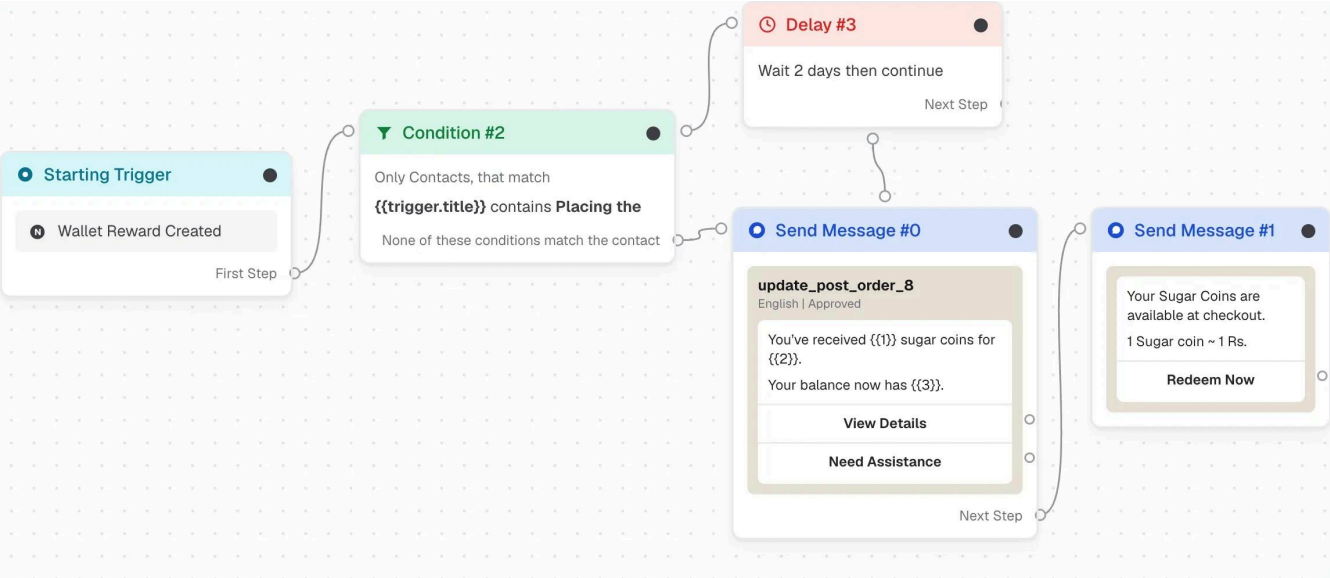
Setting	Value
Trigger	Nector · Wallet Reward Created
Carries	Coins earned, reason, updated balance, customer

02. Time the order rewards differently

Coins earned for placing an order are held for two days before the update goes out, so the message arrives once the excitement of ordering has passed and the next purchase is the natural thing to think about. Every other reward, such as a sign up or a review, is announced straight away.

Configuration

Setting	Value
If	The reward was for placing an order
Then	Wait 2 days, then send
Else	Send immediately



The whole flow in Spur. Two branches into one message, and a follow up that tells the customer what the coins are worth.

03. Send the balance, not a nudge

The update is an approved utility template with three variables filled from the webhook: how many sugar coins were earned, what they were earned for, and the balance now. Two buttons follow it: View Details, which opens the customer's rewards page, and Need Assistance, which brings a person into the thread.

Configuration

Setting	Value
Category	Utility
Variables	Coins earned · Reason · Updated balance
Buttons	View Details · Need Assistance

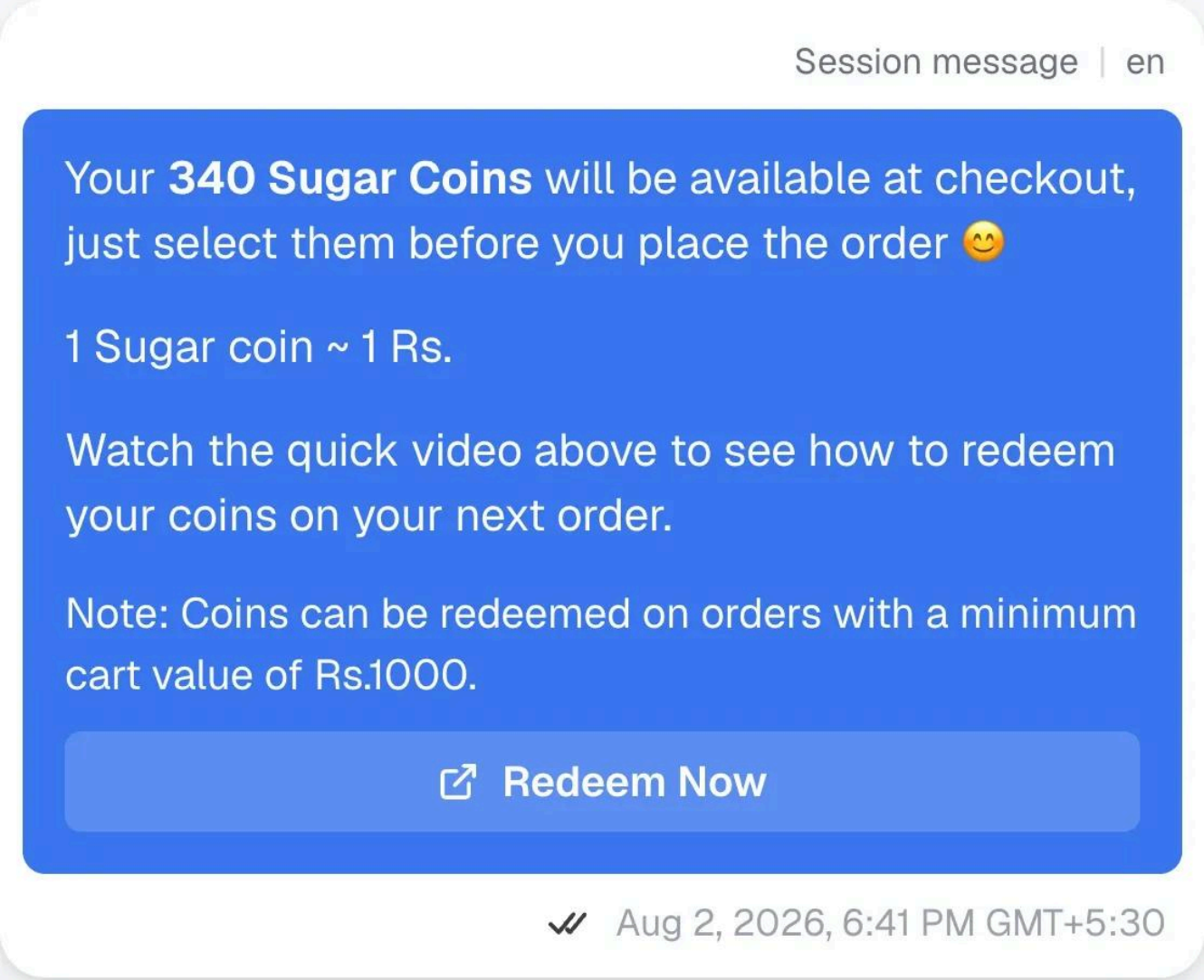
04. Explain how to spend them

A second message follows with the practical part: one sugar coin is worth about a rupee, they are applied by selecting them at checkout, there is a minimum cart value, and a short video shows the steps. A Redeem Now button takes the customer to the store. Anyone stuck can reply for help.

Configuration

Setting	Value
Content	Balance, value per coin, minimum cart, how to redeem
Header	Short video walkthrough
Button	Redeem Now, to the store

The balance is also stored on the contact in Spur, so it can be used in segments and in other messages later.



The follow up that says what the coins are worth. The balance shown is an example.

What it returned

Thirty days of reward updates, 11 July to 9 August 2026, as Orange Sugar reported them.

In the 30 days reported, Nector triggered 3,180 reward updates and Spur sent every one of them. 3,040 were delivered, which is 95.6% of sends, and 2,206 were read. The 140 that did not deliver are mostly numbers no longer on WhatsApp, and those are not billed. Of the delivered ones, the 834 not counted as read include customers who have read receipts switched off.

Those updates reached 2,775 different customers. Some earned coins more than once in the month, and got an update each time, because the message is tied to the reward rather than to a schedule.

Reward updates, 11 July to 9 August 2026

	Count	Rate
Customers reached	2,775	
Updates sent	3,180	
Delivered	3,040	95.6% of sent
Read 72.6% of delivered	2,206	69.4% of sent
Updates per customer 3,180 ÷ 2,775	1.15	

Counts as published by Spur with Orange Sugar on 11 August 2026, in IST. The delivery rate is theirs; the read rate and updates per customer are calculated from the same counts.

Reward updates, stage by stage

Stage	Count	Rate
Sent	3,180	One per reward
Delivered	3,040	95.6% of sent
Read	2,206	72.6% of delivered

Utility messages are billed per delivered message, so the 140 that did not deliver cost nothing.

Your loyalty tool keeps the ledger. Spur does the telling.

The Nector trigger is built into Spur, and any loyalty programme with a webhook can do the same. The customer sees their balance where they already read, with a button to spend it.

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Why it worked

Three things carried this result, and none of them are specific to kidswear.

The reward is announced where the customer already reads

Nector holds the balance, but the customer never has to go and look for it. The number arrives in the same thread as their order updates. That is the difference between a loyalty programme people are enrolled in and one they use.

Nearly everything sent was delivered

Because the update is about something the customer earned, it goes out as a utility template. Utility sends are not subject to the per person caps Meta places on marketing messages, so the balance reaches the whole list, and it costs less per message than a promotional send would.

Order rewards wait two days

An update sent seconds after an order is one more confirmation in a busy minute. Two days later it reads as what it is: a reason to come back. Rewards that are not tied to an order, like a review or a sign up, go out at once, because there the reward is the whole point of the moment.

How to run this on your own store

Keep your loyalty ledger where it is. Move the announcement to WhatsApp.

1. Connect your loyalty tool to Spur

Spur has a native Nector integration with a reward trigger. Other loyalty tools can fire the same event through a custom webhook, as long as they can send the coins, the reason and the balance.

2. Write the update as a utility template

State what was earned, what for, and the balance now. Keep the offer out of it. That keeps the category utility, which is cheaper and uncapped.

3. Delay the order rewards

Announce coins for an order a day or two after it, not in the same minute as the confirmation. Announce everything else straight away.

4. Tell them how to spend it

Follow the balance with the mechanics: value per coin, minimum cart, where to click at checkout, and a button to the store. A short video answers most of the questions before they are asked.

5. Store the balance on the contact

Save the balance as a custom field in Spur. Then you can segment on it, mention it in a win back message, or remind people with a large unspent balance.

Questions people ask about this setup

Do I need Nector for this?

Orange Sugar uses Nector, and Spur has a native trigger for it. Any loyalty tool that can send a webhook when it credits points can start the same flow through Spur's custom webhook trigger, as long as it sends the points, the reason and the balance.

Is a reward update a marketing message?

No. It reports a change to a balance the customer earned, so it is sent as a utility template. In India a utility message is priced below a marketing one, and utility templates are not subject to Meta's per person marketing caps. Keep the offer out of the template text to keep the category.

Why wait two days on order rewards?

In the minutes after an order the customer is already getting a confirmation and, soon, a shipping update. A coin update in the same burst is noise. Two days later it is a reason to come back. Rewards that are not tied to an order go out immediately.

Can customers redeem inside WhatsApp?

The coins are applied at checkout on the store. The follow up message explains how, with a short video, and the Redeem Now button takes the customer straight there. Spur's WhatsApp catalog checkout can be added if you want the whole purchase to stay in the thread.

What does it cost to send?

Utility messages are billed per delivered message at Meta's rate for the recipient's country, and undelivered messages are not charged. Spur adds no per message fee on top.

What did it take to set up?

Connecting Nector to Spur, approving one utility template with Meta, and building the flow. Nector helped with the integration on their side.

Spur

Make your loyalty programme visible

Spur connects to Shopify and to Nector, sends every new balance on WhatsApp, and tells the customer how to spend it. In 30 days, 2,206 of Orange Sugar's 3,180 updates were read.

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https://apps.shopify.com/spur-automated-support-marketing

Story updated: 2026-09-24. Rebuilt product screens use illustrative example values; they are not customer conversations.