

TYB Deep Dive



TYB's Capabilities

1

Boost Customer Engagement: TYB helps brands run missions and challenges that encourage customers to refer friends, leave reviews, and share content. Then rewards users for participation.

2

Grow Brand Loyalty: Loyal customers are rewarded with discounts, perks, or exclusive access to strengthen brand relationships and community.

3

Track What Works: TYB integrates with eCommerce and CRM tools to measure engagement, purchases, and ROI in one centralized platform.

Value Proposition for Brands

Deepened Engagement: Brands can reward fans not just for purchases, but also for feedback, content creation, and referrals, fostering stronger connections

Better Customer Insights: Data from tasks, feedback, and referrals helps brands learn what matters most to customers.

Scalability: Integrations (Shopify, etc.) tools for brands to launch and measure campaigns. Growing brand base (200+ brands).

Earned Media & Organic Content: UGC, referrals, social sharing (driven by community engagement.)

Higher Retention & LTV: TYB members purchase more often and drive repeat revenue (43% increase in purchase frequency) & (24% LTV Increase)

Value Proposition for Customers

Fun & Recognition: Gamification features like leaderboards, badges, and community identity make participation interactive and more exciting than traditional loyalty programs.

Access to Exclusives: Members enjoy early access to product drops, private events, and limited-edition collectibles.

Tangible Rewards: Customers can redeem points for physical and digital products, discounts, and more.

More Rewarding Interactions: Customers earn rewards and status not just for buying but also for contributing content, feedback, and referrals.

poppi

Glossier.

GLOW RECIPE

OUAI

TOPICALS

saie

BRAND COMPARISON

WAVYTALK

Glossier.

on TYB since 2024
(167.2k members)

Program Type: Digital Community - “G Collective”

Key Activities:

- Share product feedback to influence future launches
- Participate in exclusive giveaways (Basketball tickets giveaway) and early product drops
- Earn Glossier Coins redeemable online and in-store

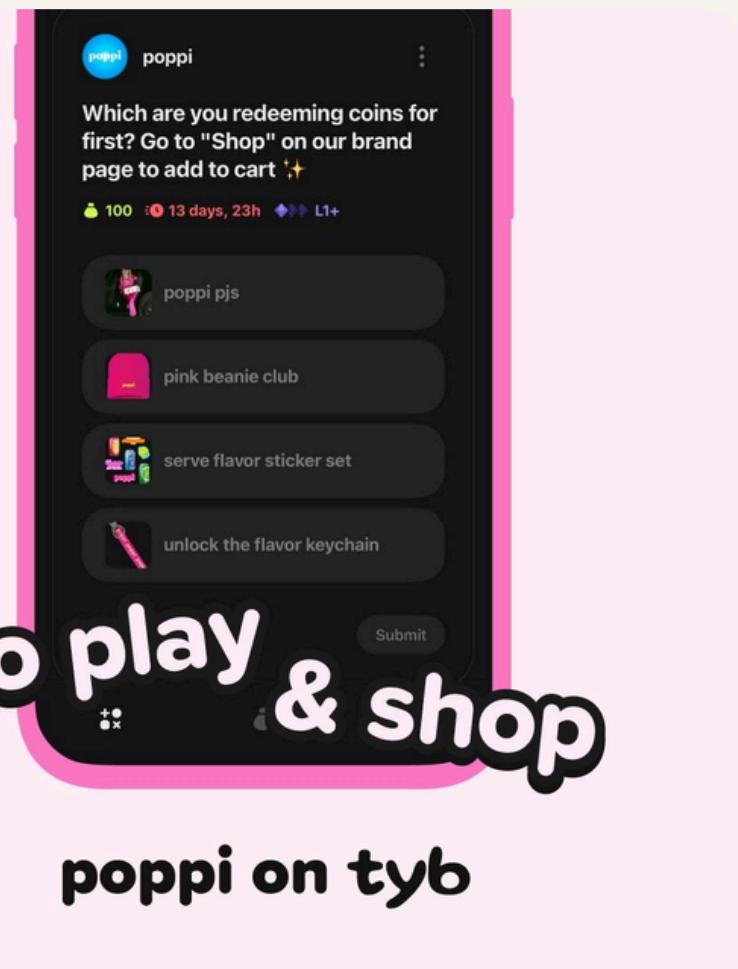
Success Factors:

- Strong brand presence and loyal customer base
- Effective use of TYB's platform for community building
- Integration of both digital and in-store experiences

Results:

- The G Collective made history with over 10,000 sign-ups on launch day — the largest first-day community activation ever on TYB
- High engagement across reviews, challenges, and product drops





poppi

on TYB since 2025
(31.1k members)

Program Type: Community Engagement - “Poppi World”

Key Activities:

- Shop exclusive merch, earn one-of-a-kind rewards, & get early access to drops
- Join special campaigns like “Intern for Alix Earle” or the POP STAR challenge (winner received 2 concert tickets of choice)
- Connect directly with Poppi fans and team members in a branded community space

Success Factors:

- High participation driven by exclusive prizes and influencer tie-ins
- Creative use of TYB’s tools to gamify engagement

Results:

- Rapid growth in community size and TYB engagement
- Elevated brand visibility through relevant campaigns

GLOW RECIPE

on TYB since 2025
(329 members)

Program Type: “Glow Gang Ambassador” Program & Community Engagement

Key Activities:

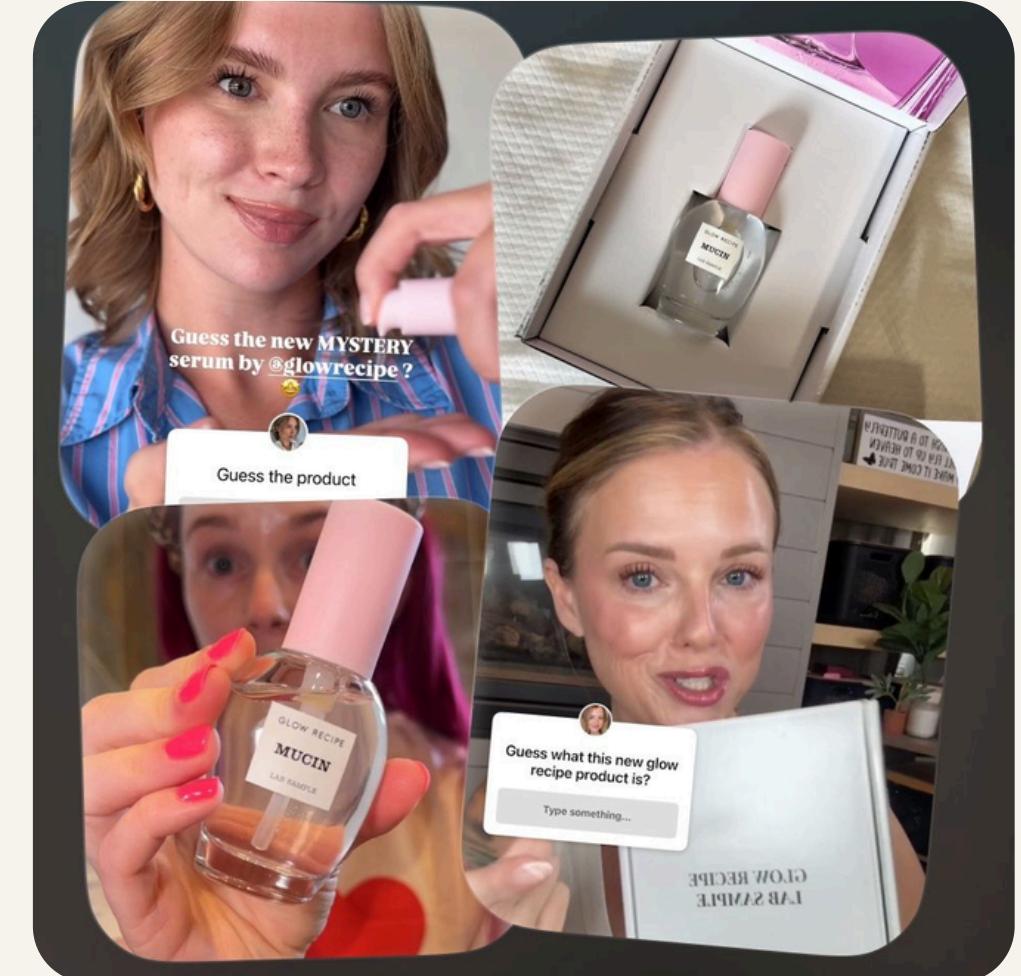
- Early access to launches, exclusive events, content, and earn coins for site credit
- Used TYB to spark excitement for a new serum launch by sending exclusive lab samples to Glow Gang ambassadors

Success Factors:

- Ambassadors rallied their followers to guess the new product, driving early buzz before the official launch
- Strong community connection with skincare education and visual storytelling
- Strategic use of pre-launch seeding and UGC to generate hype

Results:

- Gathered content and insights from their community before the product launched, turning ambassadors into a key part of the release strategy.





TOPICALS

on TYB since 2022
(61k members)

Program Type: Community Engagement - “Spottie Sphere”

Key Activities:

- Missions centered on real skincare journeys, reviews, and testimonials
- Frequent challenges and giveaways that keep the community engaged and excited
- Used the TYB community to cast models for their exclusive 5-year anniversary shirt campaign

Success Factors:

- Gave Topicals' most dedicated fans a chance to be part of the launch in a meaningful way
- Authentic content that resonates with Gen Z and Millennial communities

Results:

- Consistent participation in TYB challenges
- Increased brand trust and loyalty through community transparency



OUAI

on TYB since 2022
(79.4k members)

Program Type: Community Engagement

Key Activities:

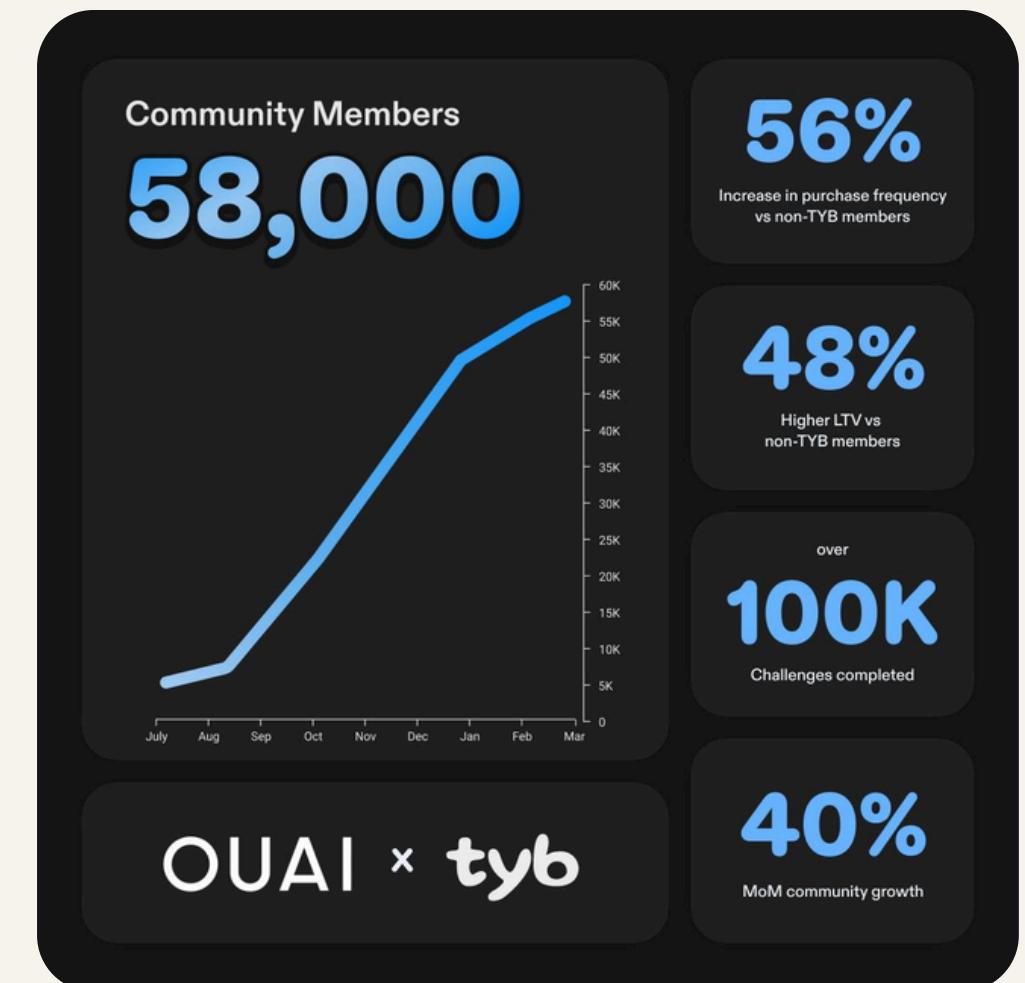
- Missions focused on haircare routines, product reviews, and referrals
- Frequent posts and polls to keep users engaged

Success Factors:

- Leveraged TYB to integrate loyalty, rewards, and community initiatives into one owned platform, boosting customer engagement
- Authentic, inclusive content celebrating all hair types

Results:

- Strong engagement and user-generated content growth
- Increased product reviews and community loyalty





saie

on TYB since 2024
(110.1k members)

Program Type: Community Engagement - “Clean Beauty Crew”

Key Activities:

- Missions encouraging product reviews, referrals, and social sharing, empowering members to share their voices and shape the future of the beauty industry.
- Frequent polls & questionnaires to drive engagement

Success Factors:

- Engaging content that encourages honest feedback
- Saie rewards their community for more than just purchases by recognizing engagement and co-creation.

Results:

- According to Saie’s VP of Sales, TYB aligns with their focus on fostering a strong, active community and helps deliver the types of rewards members want, which in turn drives higher sales.

WAVY TALK

on TYB since Aug 2025
(1.9k members)

Program Type: Community Engagement - “Hair Talks”

Key Activities:

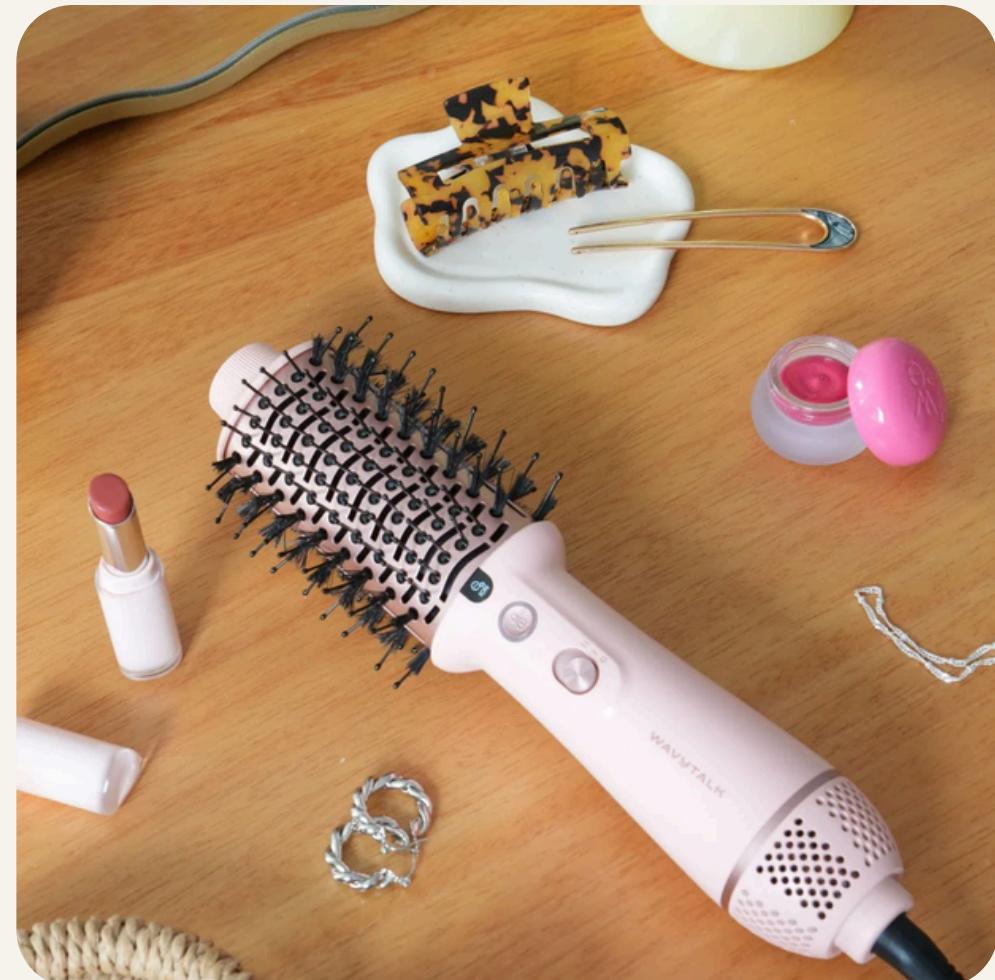
- Engages hair enthusiasts with creative challenges, rewards, and exclusive access to events and product testing (NYC model opportunity, Content Challenges - Share your hair & Tik Tok GRWM)
- Encourages direct feedback and connection with the brand through polls and product reviews

Success Factors:

- Strong community engagement through interactive challenges
- Building loyalty by offering unique perks and exclusive early access

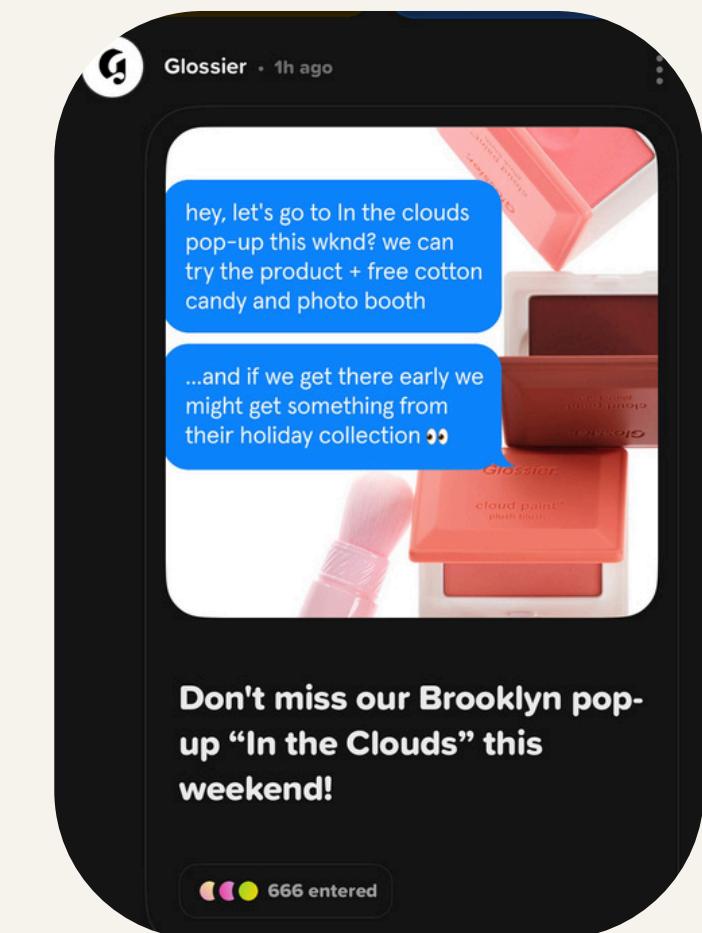
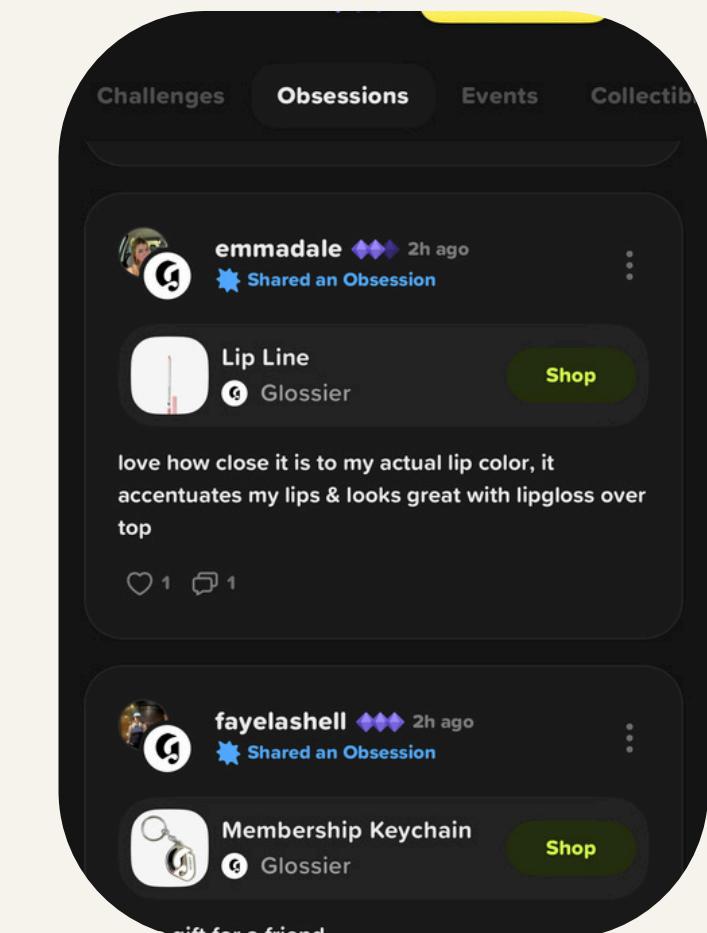
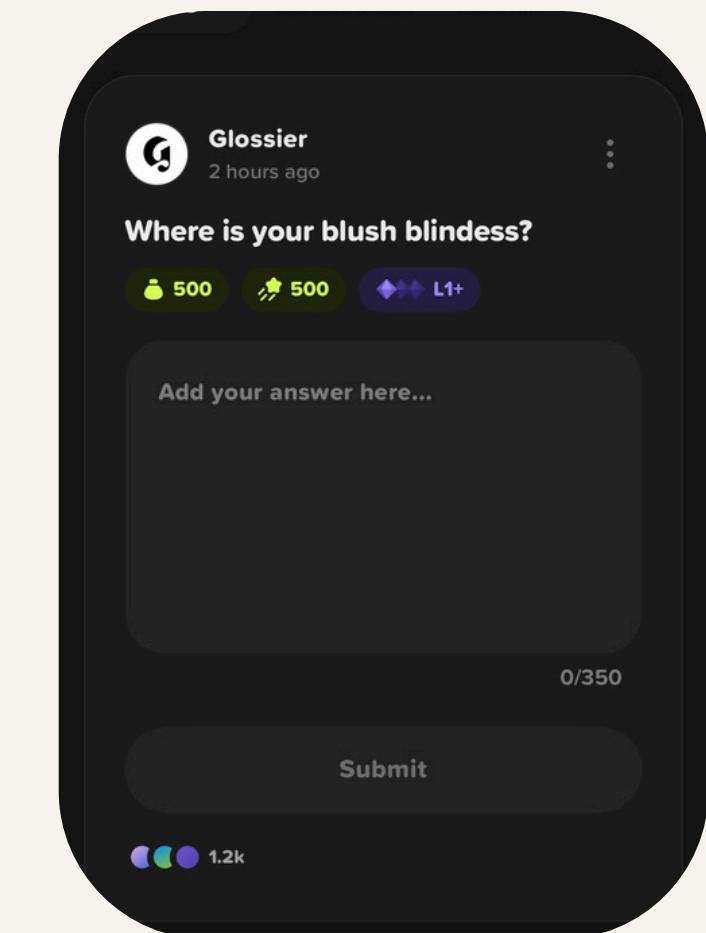
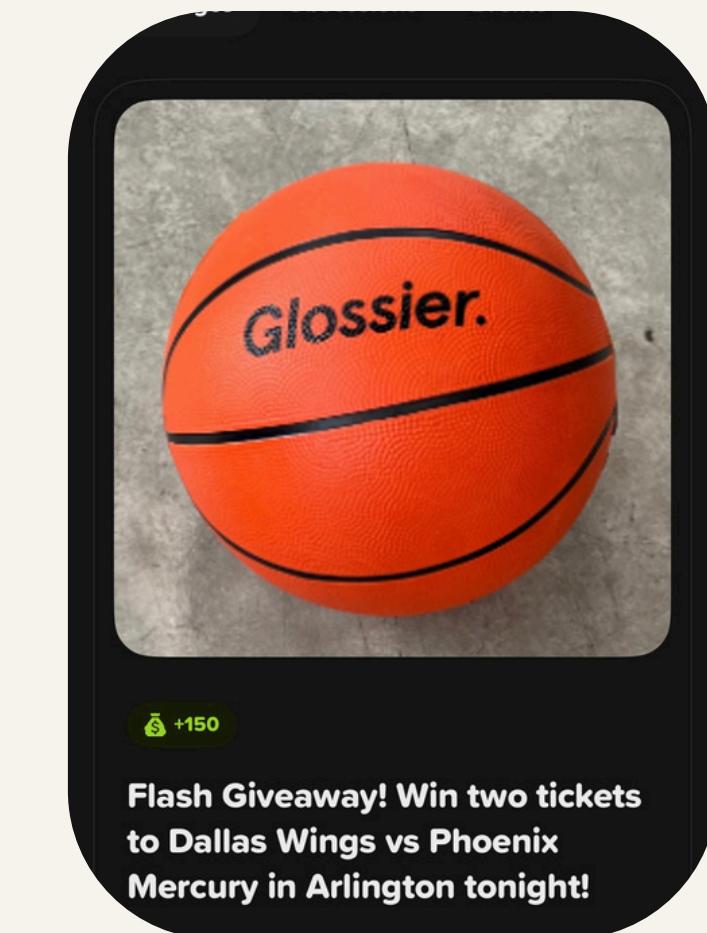
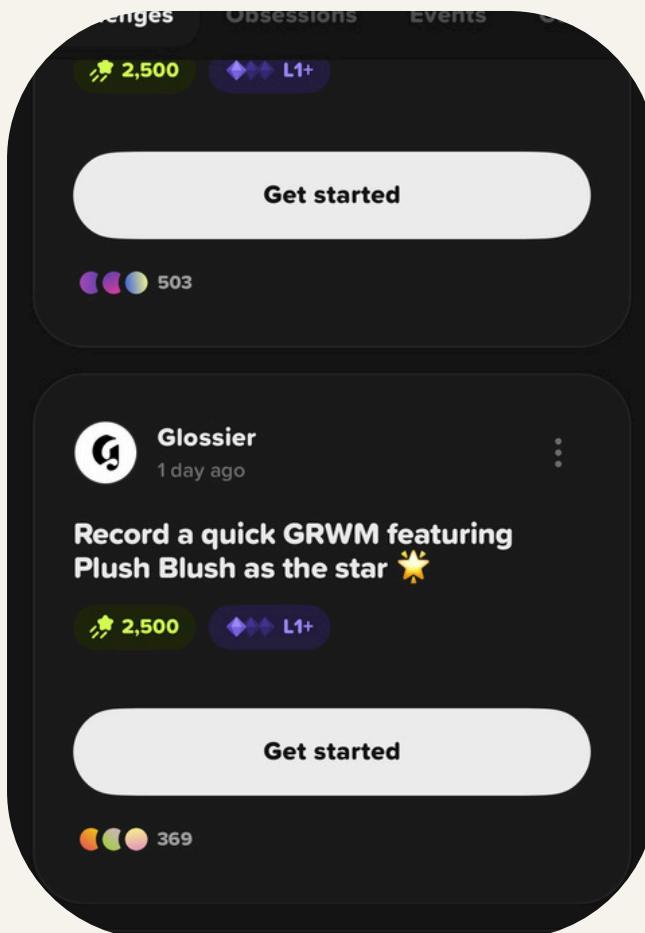
Results:

- Growth in community size and active engagement on TYB
- Increased participation in challenges and user-generated content

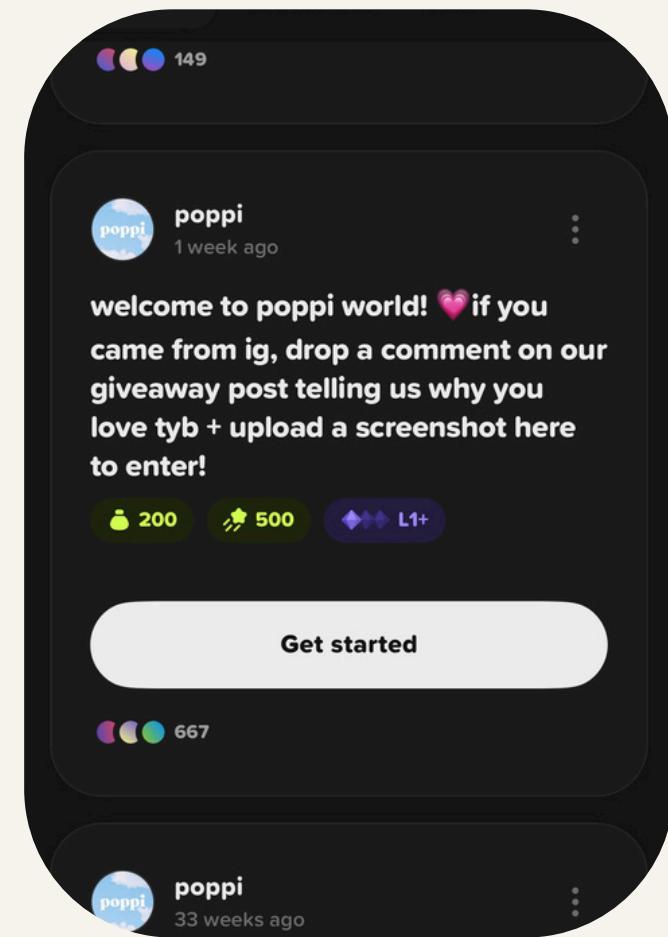


Brand	Content Style	Incentives	Post Frequency	Community Tone	Participation & Results
Glossier.	Relatable UGC, casual & conversational	Giveaways (Paris Sweepstakes & Basketball tickets)	Inconsistent and has slowed down in recent months	Friendly, inclusive, empowering	10,000+ sign-ups launch day; high engagement
poppi	Fun, vibrant visuals with influencer focus	Bonus coins, concert tickets, exclusive merch	Moderate	Upbeat, Gen Z target	Strong early engagement, high referral rates
GLOW RECIPE	Ambassador-led content	Lab samples, ambassador perks	Monthly challenges	Playful, community-driven	Pre-launch buzz, Very Exclusive Community (329 members)
TOPICALS	Skin-care focused content	Challenges, model casting for merch campaign	Very frequent	Supportive, inclusive	Fans featured in campaigns; strong loyalty
OUAI	Polls, loyalty & surveys	Insider info, many opportunities to earn coin	Very frequent w/ multiple post per week (polls/surveys)	Skincare-focused	Steady engagement
saie	Transparent, clean beauty focus, educational	Exclusive perks	Moderate	Sustainable, community-led	High participation (6-7k per post)
WAVY TALK	Styling challenges, feedback requests	Content Challenges (share blowout), model Opportunity, earn coins	Very frequent w/ multiple post per week (challenges/surveys)	Creative, energetic, fun	Active participation, growing member base

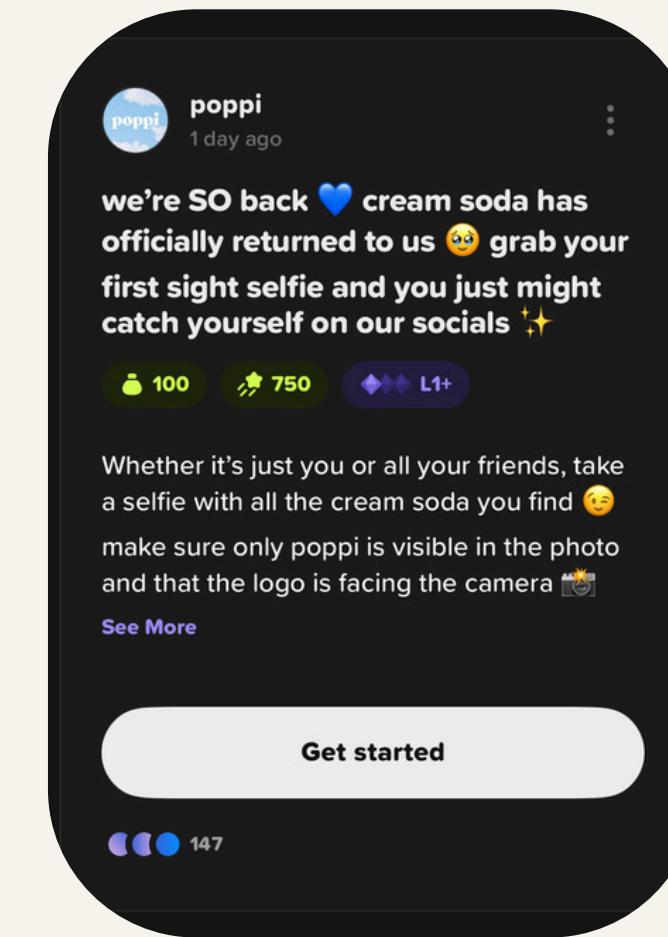
Community Examples - *Glossier*.



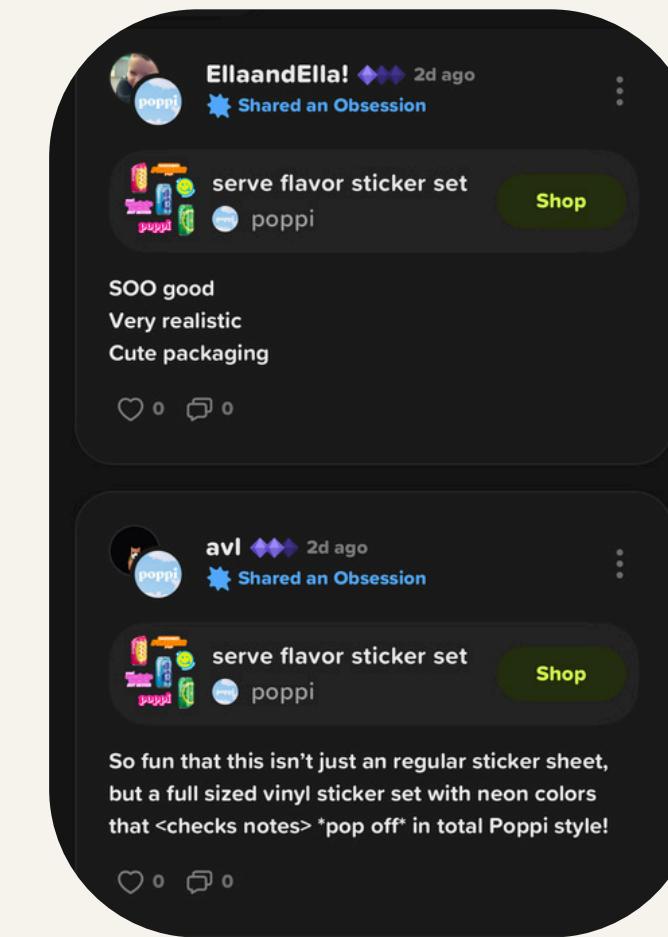
Community Examples - poppi



Giveaway

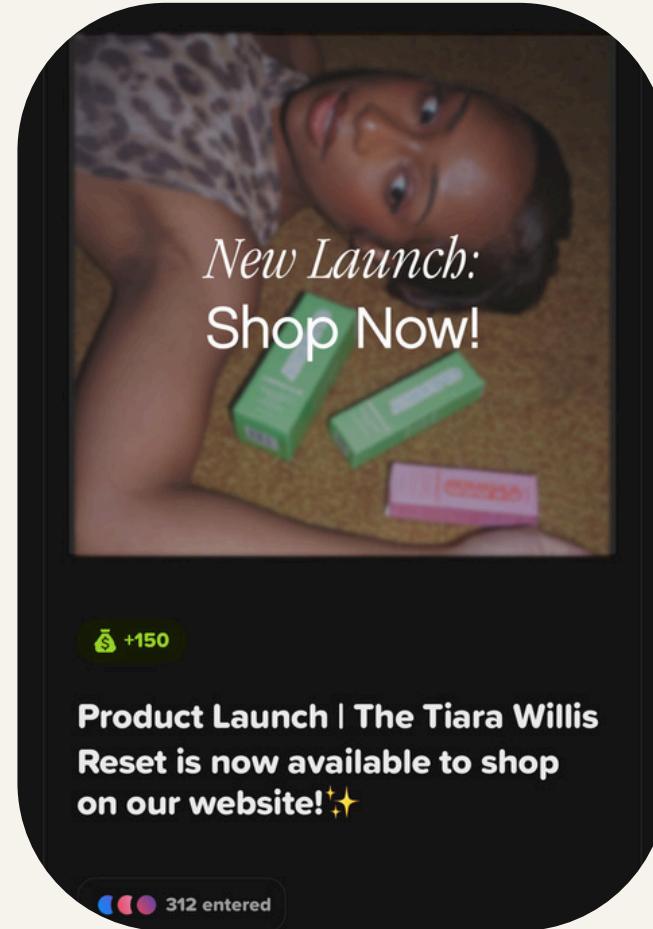


Challenges

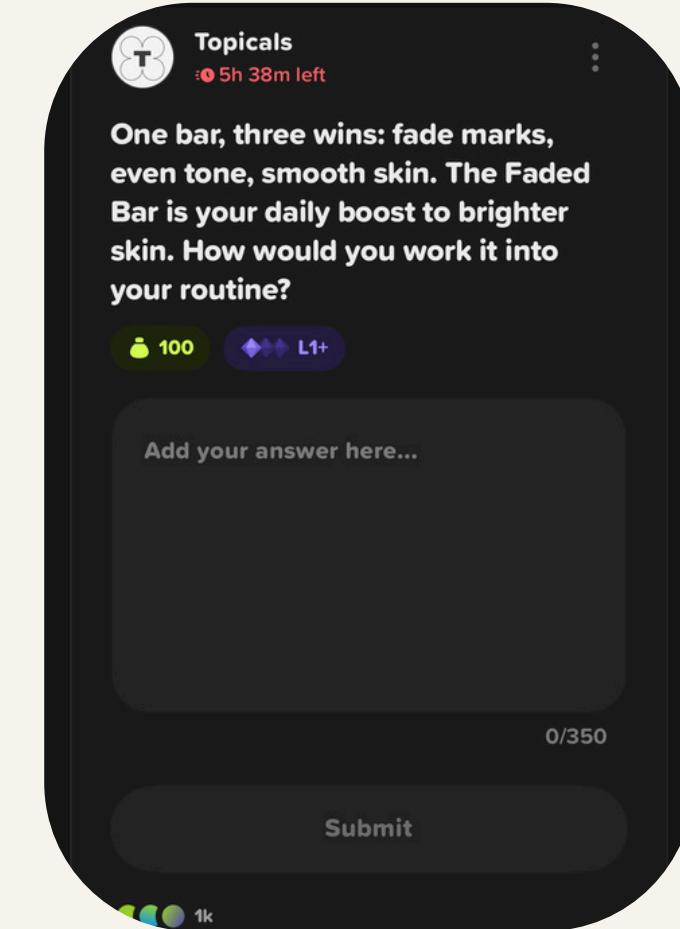


Customer Reviews

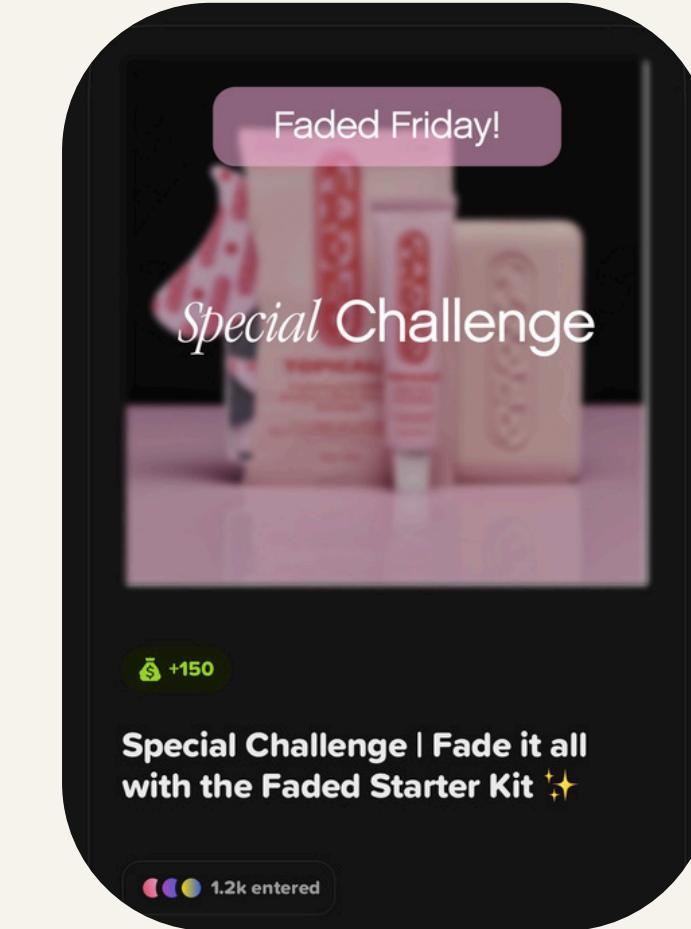
Community Examples - TOPICALS



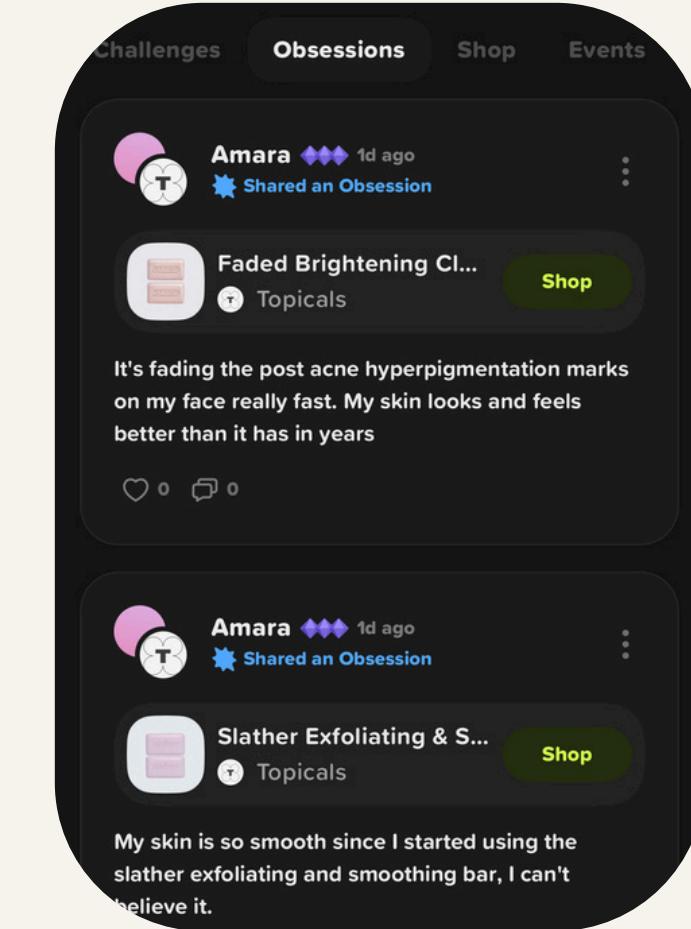
Product Launch



Questionnaire

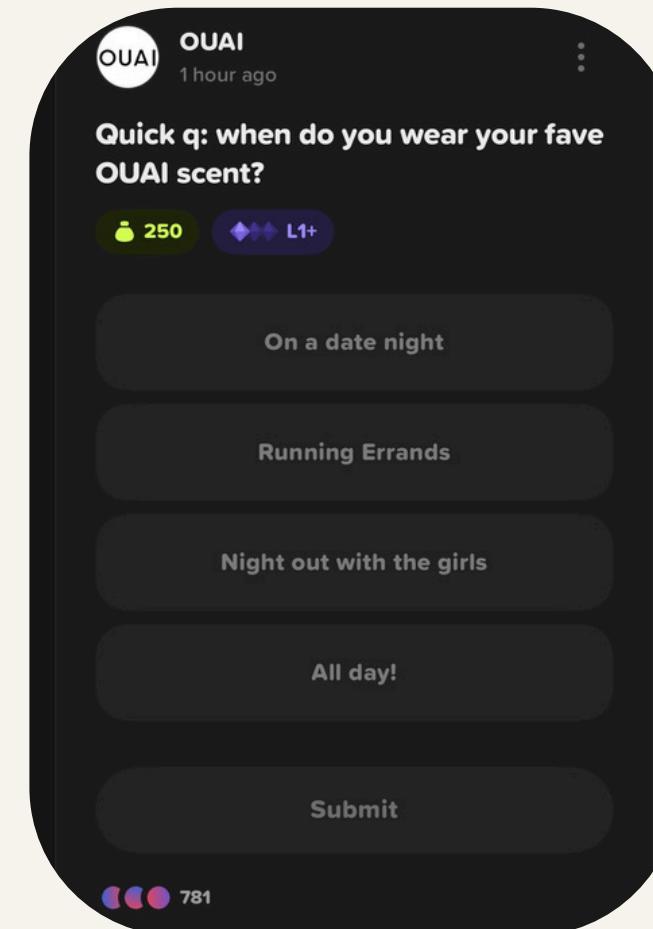


Challenges

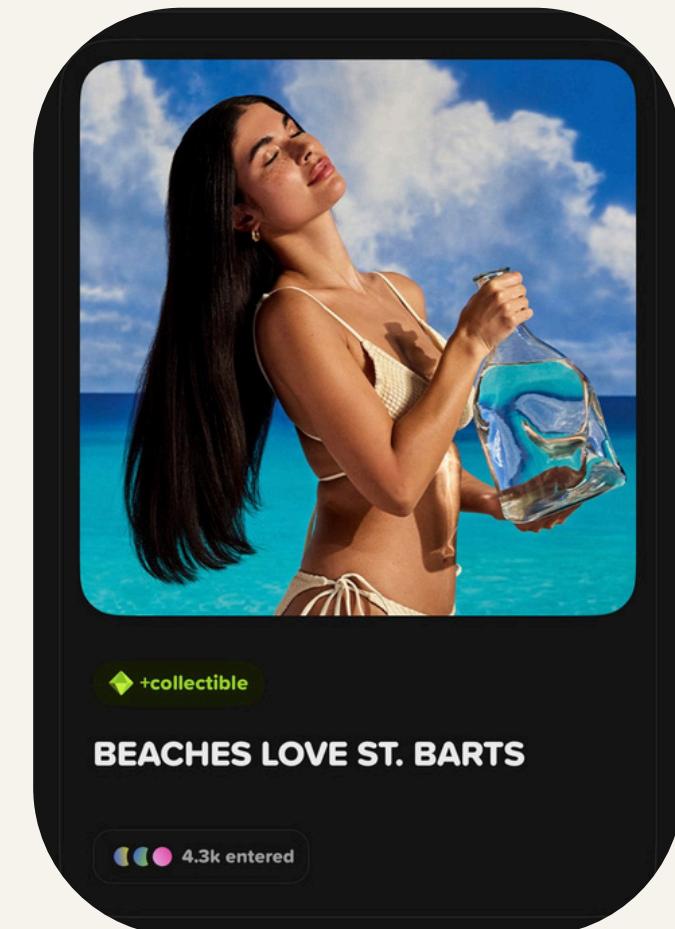


Customer Reviews

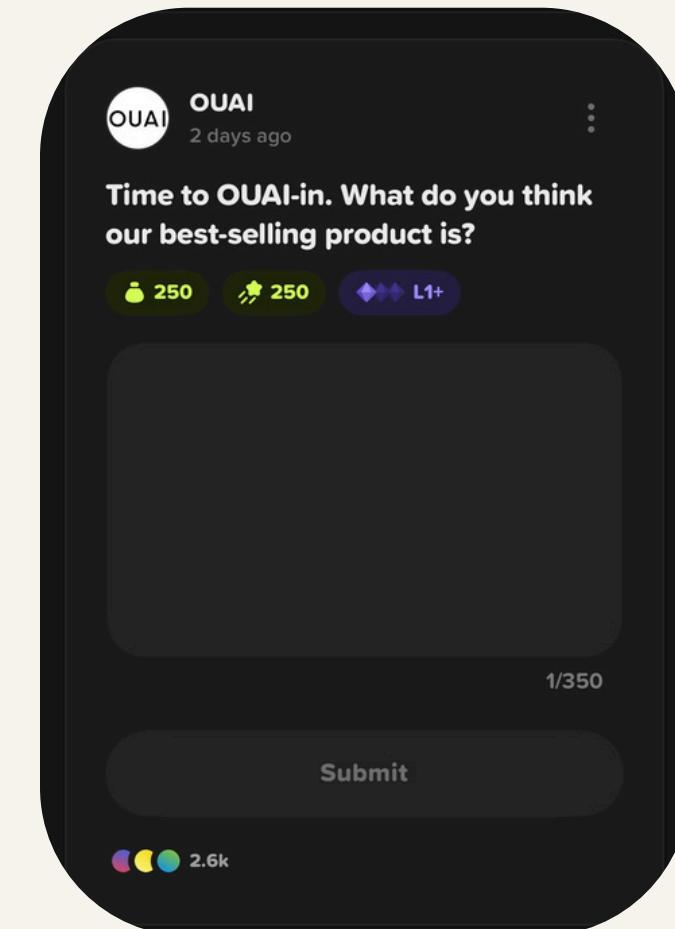
Community Examples - OUAI



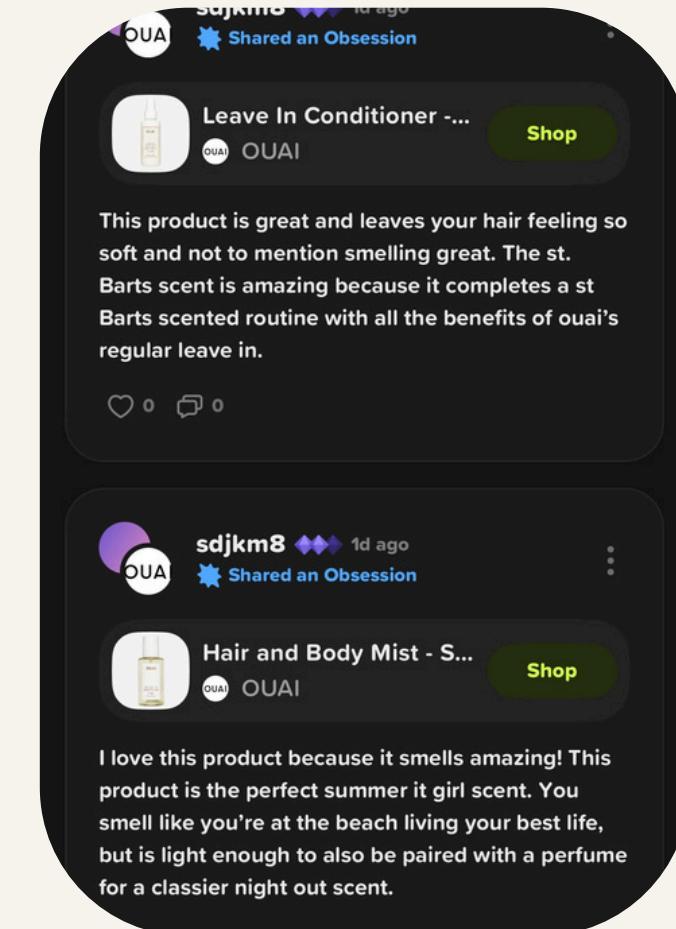
Polls



Giveaways

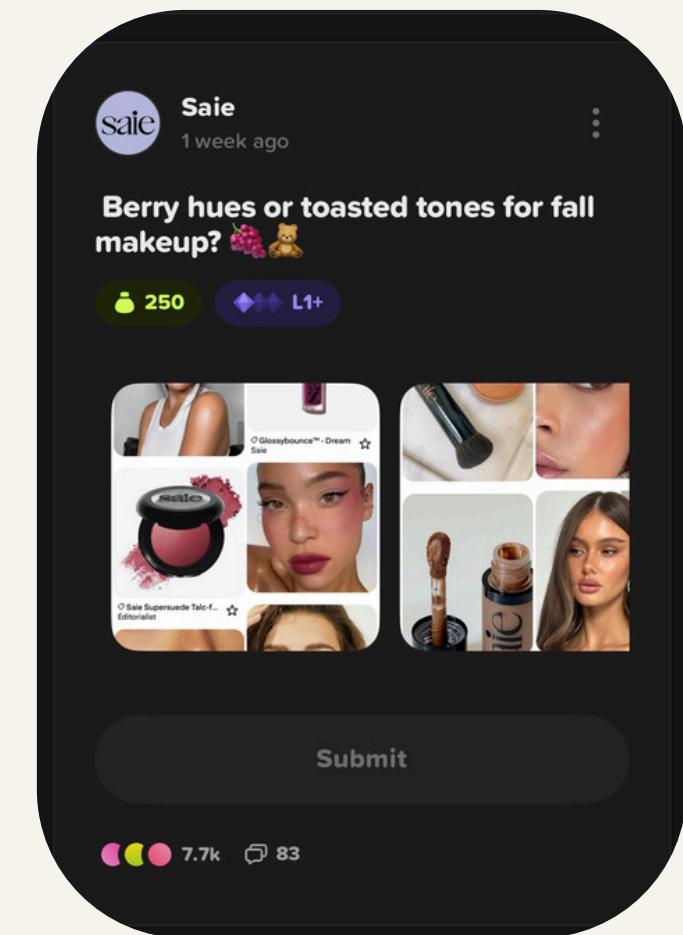


Questionnaires

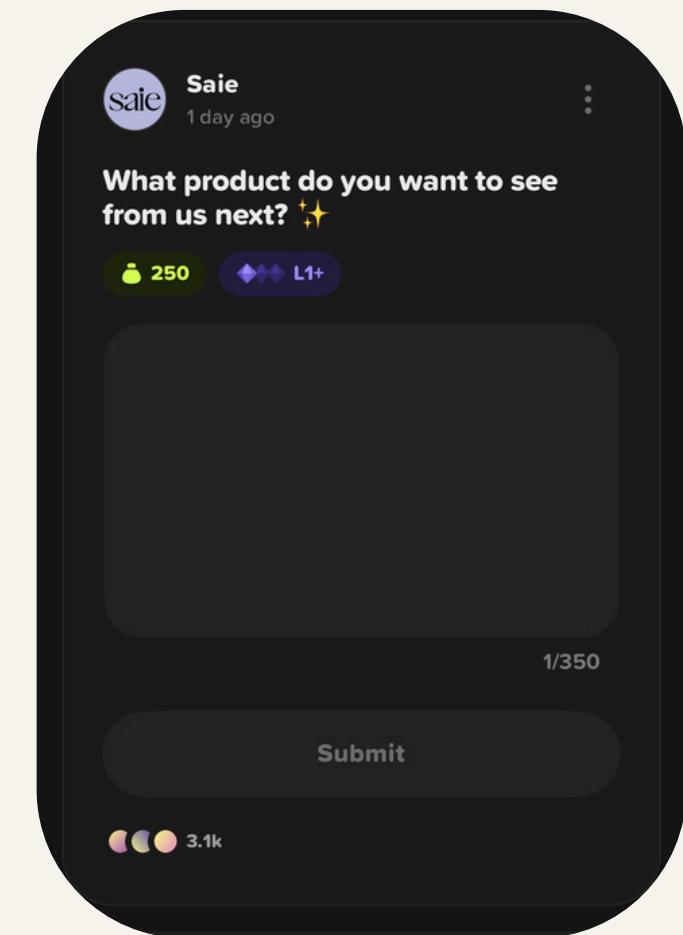


Customer Reviews

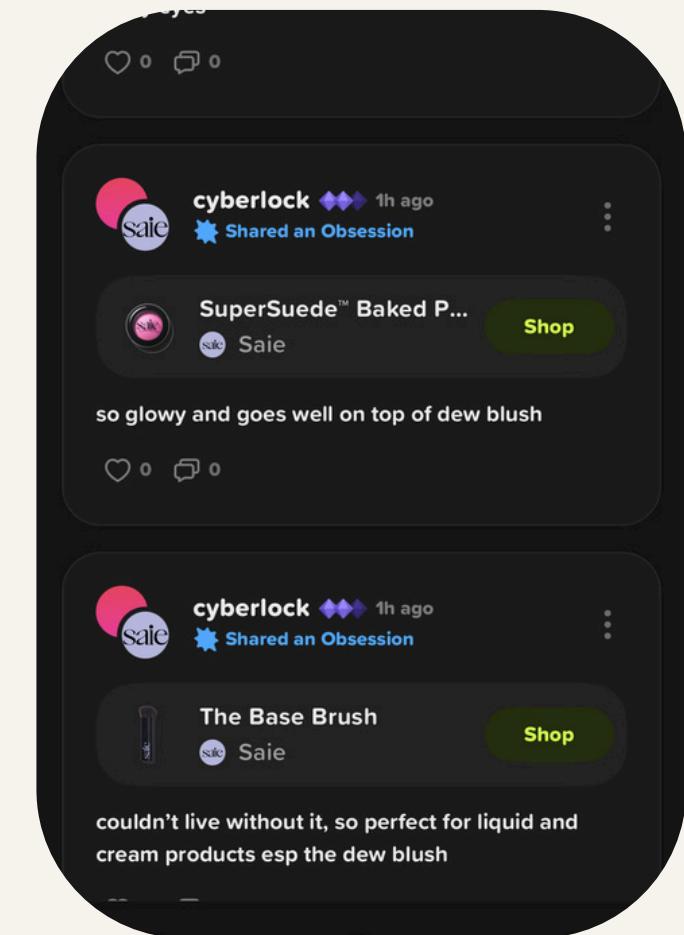
Community Examples - saie



Polls

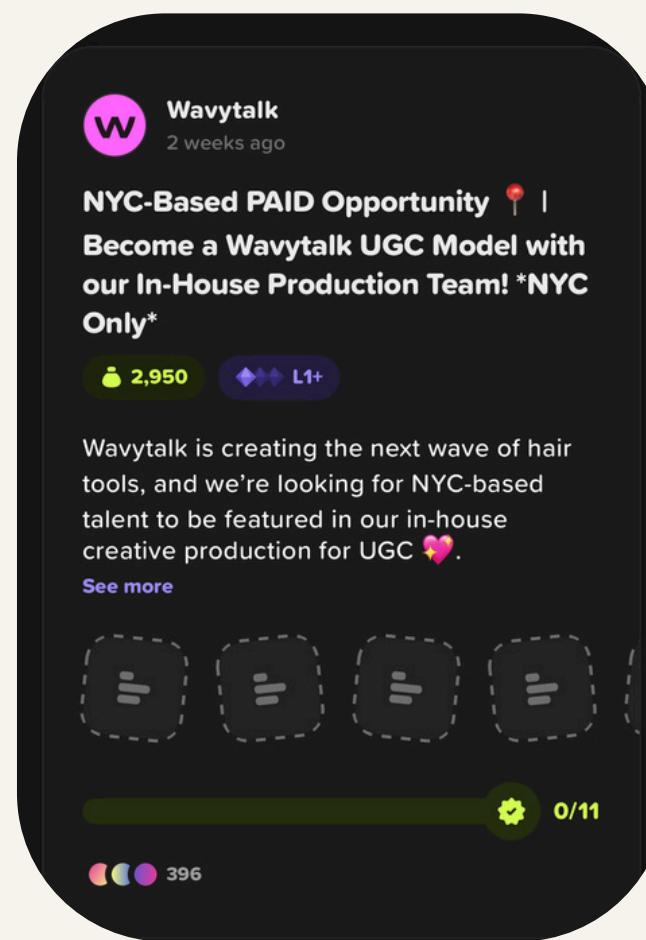


Questionnaires

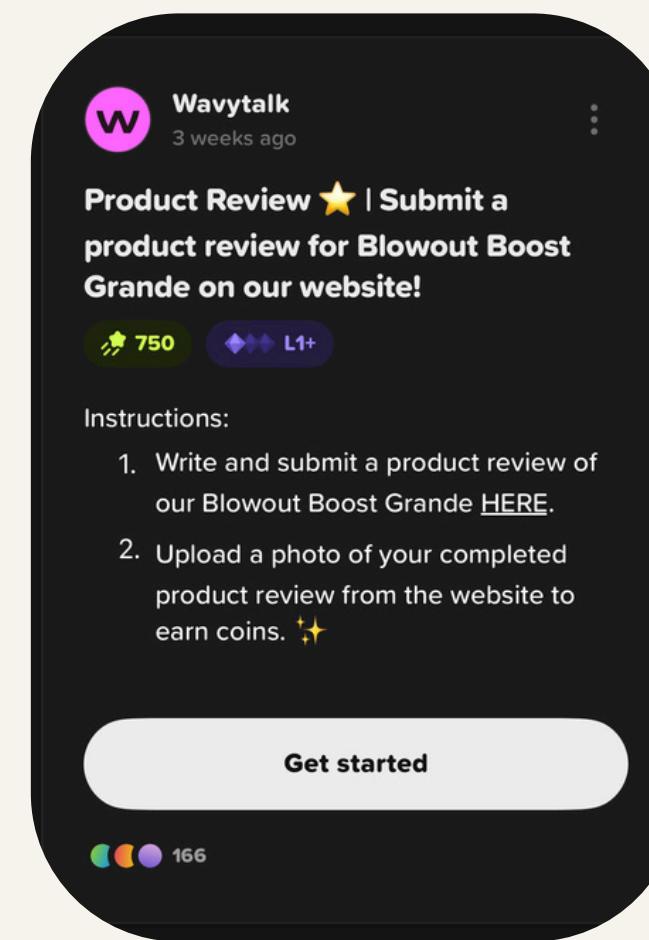


Customer Reviews

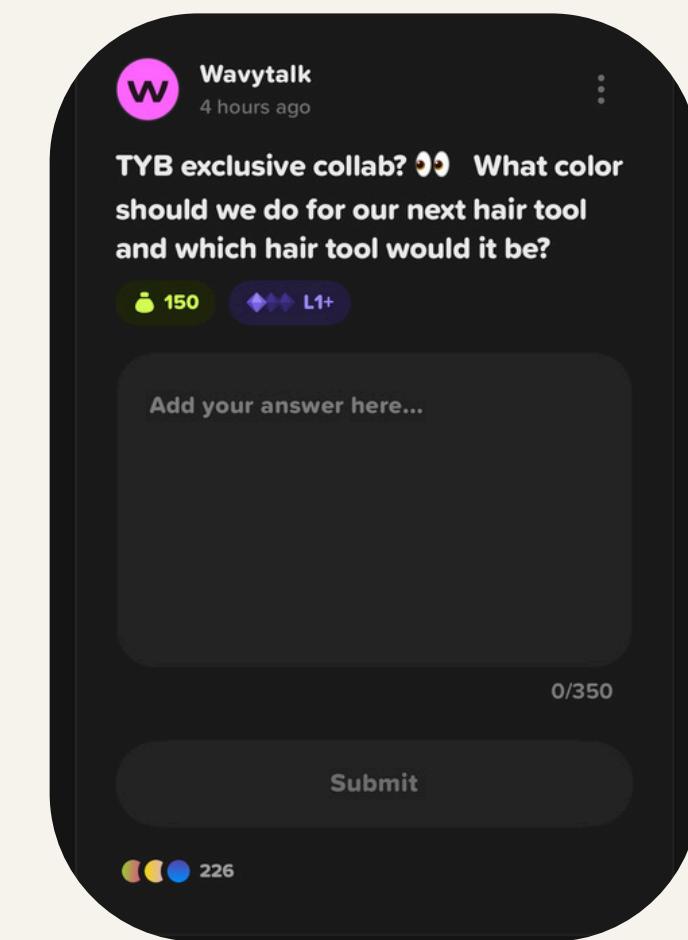
Community Examples - WAVYTALK



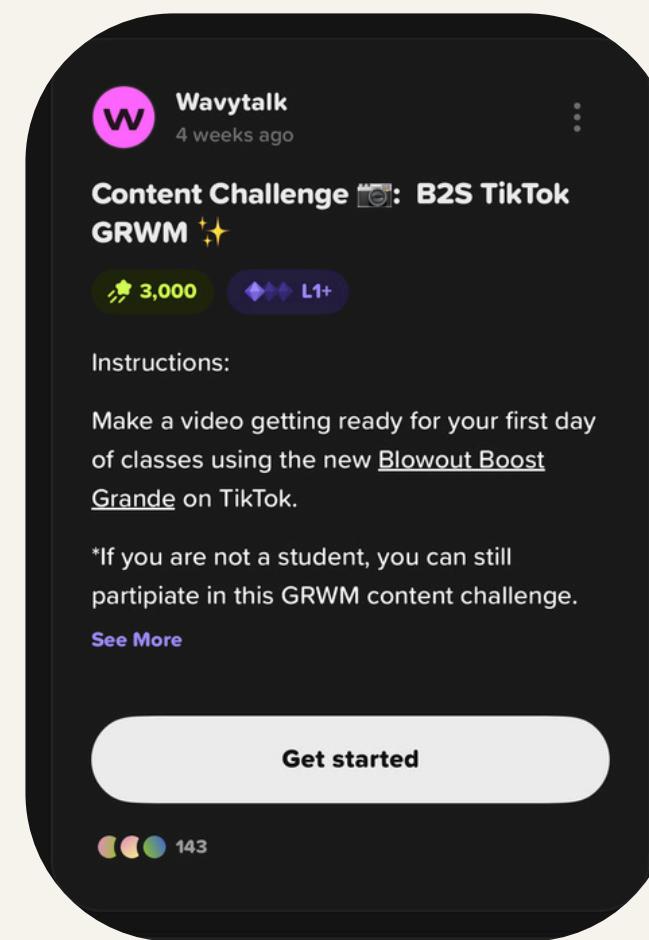
Job-Opportunity



Product Review



TYB Exclusive Collab

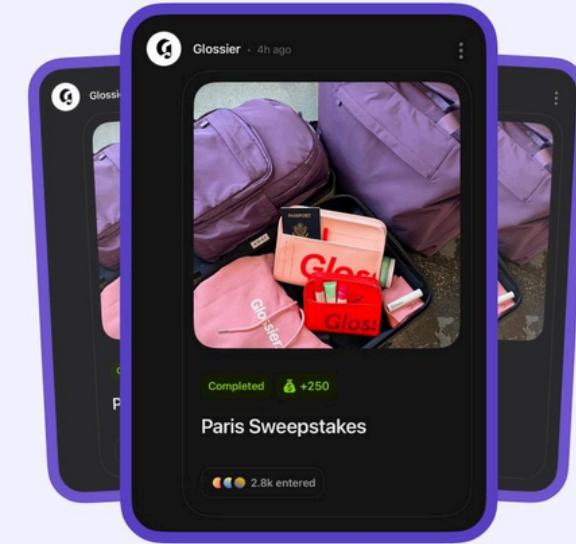


Content Challenge

Campaign with Strong Engagement



Fans are entering to win using Glossier's TYB...



Glossier drove massive engagement with a Paris Sweepstakes campaign, offering fans the chance to win a dream trip, premium luggage (in partnership with Away), and beauty products. Entry required joining their TYB community, The G Collective, making it an effective way to bring fans to their online community. The campaign generated thousands of sign-ups and sparked high-quality UGC, valuable product feedback, and excitement around upcoming launches.

Defining Success on TYB

- 1 **High Participation Rates** – Strong brands often see 20–40%+ participation
- 2 **Engagement Per Post** – Top challenges receive hundreds of comments and reactions
- 3 **User-Generated Content (UGC)** – Campaigns generate branded photo/video content for marketing
- 4 **Reviews & Feedback** – Brands use TYB to gather product insights and reviews pre- or post-launch
- 5 **Community Growth** – Campaigns like Glossier's sweepstakes drove 10K+ signups on day one

Effective Program Formats

Tiered Rewards	Unlockable perks keep members engaged long-term
Referral Bonuses	Customer referrals boost growth and trust
Exclusive Perks	Members are more engaged when offered early access and exclusive rewards
Co-Creation Challenges	Inviting feedback or content ideas makes members feel included