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Get that tech stack

Rest

March 07, 2025



Plan
Shopify Plus

While the bedding Rest sells may be comfortable, they were losing sleep over the challenges that come from high order values and low repurchase rates. But with the right combination of apps, they're not only sleeping better, they're also taking their customer experience to new heights.

30%

increase in repurchase rates

25%

rise in email marketing revenue

15%

increase in conversions

Charge their trust battery

Okendo makes it easy for Rest to gather and show off customer reviews, helping new buyers make confident decisions. The app also sends an automatic email 10 days after purchase, inviting customers to share their thoughts. This has led to a 50% jump in reviews and a 15% boost in conversions.



Okendo: Reviews & Loyalty

4.9 ★ (1,302) • Free plan available

Create Superfans with Reviews, Loyalty, Referrals & Quizzes

Install

Keep in touch

With Klaviyo, Rest can send highly targeted personalized emails and texts that keeps customers engaged. After installing Klaviyo, Rest saw a 30% increase in email open rates and a 25% rise in email marketing revenue.



Klaviyo: Email Marketing & SMS

4.7 ★ (2,885) • Free to install

Email marketing, SMS, & WhatsApp that turn messages into sales

Install

Refer a friend

Rest uses Friendbuy to set up point incentives for customer referrals, which can be super influential when it comes to purchasing decisions. Their referral program rewards both referrer and friend with \$25 for each order, which in turn has boosted repurchase rates by over 30%.



Friendbuy: Referrals & Loyalty

4.9 ★ (10) • Free to install

Referral and Loyalty Programs for Leading E-commerce Brands

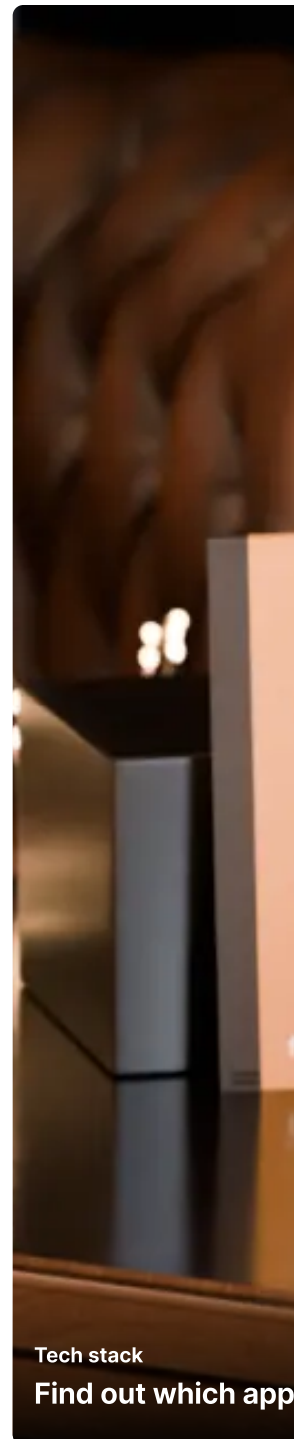
Install



“The Shopify App Store plays a vital role in our growth. Whenever we need specific functions or features for our store, it's our go-to resource. From pre-sale tools and customer reviews to product bundling, we can always find an app that meets our needs, no matter the aspect of our business.”

Rick Louie, Co-founder, [Rest](#)

How other merchants stack up



[All app stories >](#)

App categories

- Sales channels
- Finding products
- Selling products
- Orders and shipping
- Store design
- Marketing and conversion
- Store management

Resources

- Shopify Help Center
- API documentation
- Shopify Community
- Community Events
- Shopify Blog
- Research

Top categories

- Dropshipping
- Marketplaces
- Product reviews
- Upsell and bundles
- Email marketing
- SEO
- Shipping
- Currency and translation

Shopify

- About
- Careers
- Investors
- Press and media
- Partners
- Affiliates
- Legal
- Service status

 English 

Developer login

Terms of service

Privacy policy

Sitemap

Your privacy choices 