



CASE STUDY

From Audience Growth to an Active Retail Learning Community

How Energize Retail grew to nearly 8,000 registered users while building an active, multi-brand learning community for retail sales associates.



13,569 Coins
43,252 All-Time Points

7,849
Registered Users

+331%
Growth in Monthly
Active Users

+541%
Growth in Weekly
Active Users

47.7%
30-Day
Return Rate

Energize Retail – From Audience Growth to an Active Retail Learning Community

EXECUTIVE SUMMARY

Growth Is Only Valuable if Users Come Back

Energize Retail was created to be more than another destination for retail training. Built around the realities of retail sales associates, it brings learning, brands, community, gamification and rewards together in one shared environment.

Since launching in May 2025, Energize Retail has grown to **7,849 registered users**. Partnerships with key organizations, including Hitfar and Epson, helped accelerate that growth alongside continued organic adoption.

But audience size tells only part of the story.

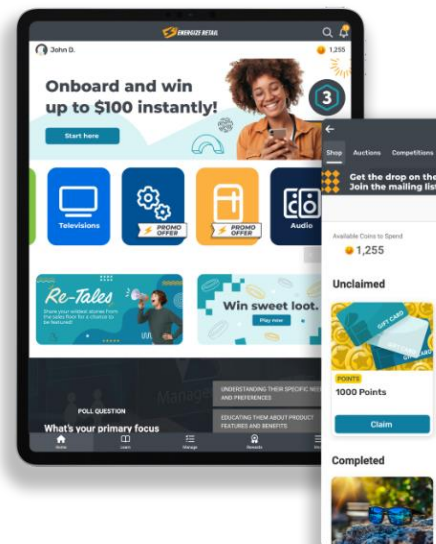
As Energize Retail expanded, its active audience grew with it. Monthly active users increased **331%**, while weekly active users increased **541%** from early-platform baselines.

And users weren't simply visiting once. Across the 12-month activity period, **1,441 users were active in multiple months**, while **47.7% of eligible users returned within 30 days of joining**.

Energize Retail was moving beyond audience acquisition toward something more valuable: an active retail learning community that brands could engage with over time.

RESULTS AT A GLANCE

- 7,849 Registered Users
- +331% Growth in Monthly Active Users
- +541% Growth in Weekly Active Users
- 1,441 Users Active Across Multiple Months
- 47.7% 30-Day Return Rate Among Eligible Users
- 12 Brands Featured on Energize Retail



THE CHALLENGE

Building an Audience Is One Thing. Keeping It Active Is Another.

For Energize Retail to create long-term value, it needed more than registered users. Associates needed ongoing reasons to return, while brands needed an active audience they could continue to educate and engage.

The opportunity was to grow both sides of the ecosystem—expanding the audience while bringing more brands and learning experiences onto the platform.

The goal wasn't simply to build reach. It was to turn that reach into an active learning community.

THE HALIGHT SOLUTION

Creating an Ongoing Destination for Retail Learning

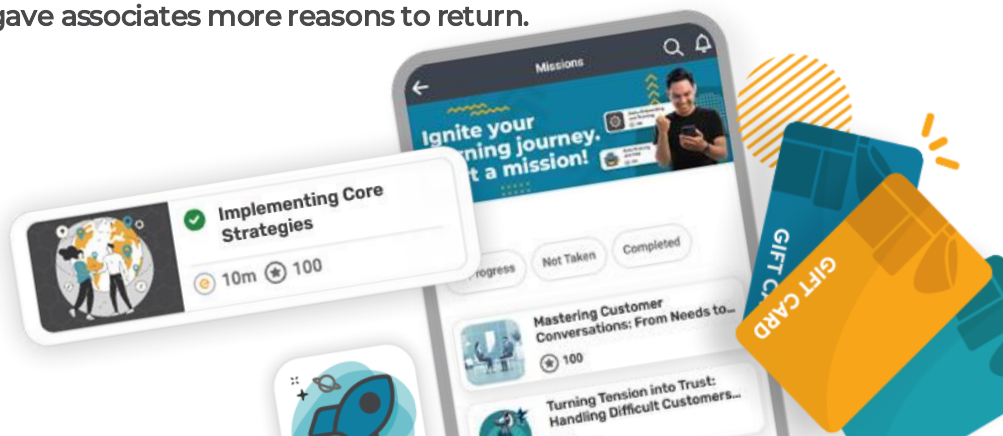
HALIGHT built Energize Retail as a shared learning environment where multiple brands could educate and engage retail sales associates within the same community.

Rather than relying on training alone, the platform combines learning with community, gamification, rewards, campaigns and events—creating different ways for associates to participate over time.

As the audience grew, so did the brand ecosystem. **12 brands** featured **271 active pieces of content**, supported by an audience showing continued engagement over time—with **47.7% of eligible users returning within 30 days of joining**.

That reach extended across **7,638 retail sales associates** and **62 retailers**, creating a broad audience for brands to continuously educate and engage.

More audience created more opportunity for brands—and more brand participation gave associates more reasons to return.



BUILT FOR AN ACTIVE RETAIL COMMUNITY

Why HALIGHT LMS

Energize Retail needed more than a platform for hosting courses. It needed an environment where multiple brands could educate, engage and build relationships with a shared audience of retail sales associates.

HALIGHT brings those experiences together in one ecosystem.

MULTI-BRAND LEARNING

- Multiple brands can deliver **e-learning, video, PDFs and interactive modules** within the same platform, with content targeted to relevant audiences when needed.

COMMUNITY & CONNECTION

- Feeds, posts, comments, discussions, polls, likes and user-generated content give associates ways to participate and connect beyond formal training.

GAMIFICATION & REWARDS

- Points, coins, badges, games, missions, competitions, leaderboards, shop drops and events create ongoing reasons to engage, with rewards automatically triggered by qualifying activity.

ONGOING ENGAGEMENT

- Campaigns, events, recurring games, notifications, emails and new-content alerts help bring associates back between individual learning experiences.

REAL-TIME INSIGHT

- Dashboards and reporting give brands and administrators visibility into engagement, completions, active users, comments and other platform activity.

Rather than each brand building an audience in isolation, Energize Retail gives brands the opportunity to engage within an established retail learning community—where activity across the platform creates more opportunities for participation and continued learning.

FROM REGISTRATION TO PARTICIPATION

The Active Audience Grew With the Platform

As Energize Retail grew, active usage grew with it.

Monthly active users increased from **252 to 1,086 (+331%)**, while weekly active users increased from **97 to 622 (+541%)**.

By August 2026, the platform was generating approximately **2,900 logins and 4,000 content completions per week**—showing that growth was translating into ongoing activity.

FROM ACTIVITY TO RETURN BEHAVIOR

Users Weren't Just Participating. They Were Coming Back.

Across 5,427 active users, **1,441 were active in multiple months**, representing **26.6% of the active audience**.

Among eligible users, **47.7% returned within 30 days of joining**.

That repeat behavior gives brands more opportunities to educate and engage the same retail audience over time.

RESULTS & IMPACT

From New Platform to Active Learning Community

In just over a year, Energize Retail grew to **7,849 registered users**, representing **7,638 retail sales associates across 62 retailers**, with content from **12 brands**.

More importantly, that growth translated into an increasingly active and returning audience.

For participating brands, Energize Retail creates an opportunity to reach associates within an established learning community rather than building an audience in isolation.

Nearly 8,000 registrations created the reach. Repeat engagement is making that reach more valuable.

