

Customer

Leading online brokerage firm

Industry

Financial services

OBJECTIVE

A leading online brokerage firm presented Reve Marketing with two main objectives:

- Reach new audiences and increase the effectiveness of its existing customer acquisition referral program by leveraging social media channels
- Track and calculate the lifetime value of new customers acquired through the referral program

SOLUTION

The online brokerage firm partnered with Reve Marketing to design a compelling, scalable member-get-member referral program to reward current customers and motivate prospects to start investing.

- Customers were able to invite friends to join via email, Facebook or Twitter.
- To boost engagement, participating customers received monthly referral performance updates and could see which friends responded to the offer.
- Reve Marketing's solution automatically provided the reward logic, advanced analytics and tracking reports.
- The solution ensured the program met the industry's regulatory requirements, including CAN-SPAM and FINRA compliance.

RESULTS

