

Customer

Personalized photo products and services company

Industry

Retail

OBJECTIVE

A photo products and services retailer wanted to launch a quick, three-week campaign to rapidly acquire new customers.

SOLUTION

Reve Marketing designed a unique refer-a-friend solution that encouraged the client's existing customers (advocates) to share a promotion with friends and family through emails. To spice things up, Reve's technology enabled advocates to award new customers a randomized surprise gift, such as a free personalized calendar or mug. Other features included:

- Advocates who referred five friends received free shipping on their next order.
- If a referred friend was already a customer, they would only receive a free shipping code.
- If a referred friend was not a customer, they received a free, random surprise gift.

RESULTS

