

Customer
flydubai

Industry
Airline



In 4-weeks, the program generated a lot of positive word of mouth resulting in nearly 900 conversions across 1,300 travel segments, with Facebook being the channel with the most reach. This program could not have been possible without Reve Marketing's technology and team knowledge.

— **Matthew Sliedrecht,**
E-Commerce Marketing
Manager, flydubai



OBJECTIVE

flydubai wanted to engage and reward its employees for being strong brand advocates and helping to increase positive word-of-mouth, boost sales and acquire new customers.

SOLUTION

Reve Marketing helped flydubai create an enterprise-wide employee engagement program that spanned offices in several geographic locations. The program:

- Encouraged employees to invite friends and family to experience the new airline and rewarded employees whose outreach generated the most bookings.
- Enabled flydubai employees to share a 15% discount promotion via social networking sites (Facebook, Google+, LinkedIn and Twitter) and email.
- Automatically tracked the end-to-end process for attribution and reporting.
- Leveraged Reve Marketing's technology to protect against fraud and ensure there were no offer leaks to agents of flydubai.



RESULTS

