

Customer
Toy company

Industry
Consumer Packaged
Goods (CPG)

OBJECTIVE

A large toy and baby gear company wanted to target parents with children under the age of 8 years to increase sales of select lines of toys.

SOLUTION

Reve Marketing developed a social couponing campaign that would appeal to parents with children of various ages by including offers from multiple product lines within the promotion. The promotion was announced through email and social media posts on Facebook and Twitter, which linked to a landing page. The multi-tier solution:

- Offered customers the option of a \$10 coupon when they referred a friend or a \$5 coupon without making a referral.
- Enabled customers to refer friends and family through email, Facebook, Twitter or Pinterest.
- Automatically tracked the end-to-end process for attribution and reporting.

RESULTS

