

Customer

Mirum Shopper & CPG brand

Industry

Consumer Packaged Goods (CPG)



The purchase intent demonstrated by Reve Marketing's solution was considerable, measured via the coupon print volume. We got crucial insights about which blogs to place promotions on, social networks to target, and how much engagement to expect -- insights we'll put to use in the future.

— **Christina Battain,**
Social Marketing Manager,
Mirum Shopper

OBJECTIVE

Reve Marketing partnered with Mirum Shopper, a shopper engagement agency, to drive word-of-mouth for one of the agency's CPG clients, which sold leading hair care products. The goals were to:

- Drive consumers to purchase at a top national drugstore chain
- Grow brand awareness and household penetration in key product categories

SOLUTION

Reve Marketing delivered a fully mobile-optimized social couponing solution and created a landing page to attract consumers to participate.

- Consumers could take a \$2.00-off coupon or receive a higher \$4.00-off coupon if they shared the offer with a friend.
- The referral could be shared via email, Twitter, Google+ and Pinterest, with an option to share on Facebook.
- The referral solution automatically provided a seamless mobile experience, including using the native mobile email client to send emails.
- Reve Marketing's solution tracked all interactions to measure program awareness, engagement and purchase.



RESULTS

