

# CASHBACK INCENTIVE -CASE STUDY-

A strategic solution to increase sales  
and brand awareness

## AT A GLANCE BENEFITS

- Increased engagement and awareness for the brand
- Appeals to a wide range of consumers
- Encourages new customers
- Boost in market share against competitors
- Highlights customer insights and provides valuable marketing data
- Doesn't sacrifice perceived quality
- Improves customer loyalty and retention
- Low cost to implement, therefore a high ROI
- Hosted on a customisable online portal
- End-to-end management of the program, including cashback fulfilment
- User friendly admin interface
- Mobile optimised

“For over 30 years, we've been delivering incentives for global brands, FTSE 100 companies and dynamic marketing agencies to provide a wealth of services, with our clients at the centre of it all.

We pride ourselves on making your life easy, by providing a personalised service with a fast turnaround time.”

### DAVID BRAY

Managing Director



## OBJECTIVE

Our client, a big name within the plumbing industry, wanted to increase sales by offering an attractive cashback solution when purchasing a specific item.

## SOLUTION

Our intuitive and easy to navigate online cashback portal allows the consumer to input their purchase details and create their claim. They can also choose their preference of payment (BACS or Cheque). The portal can also be utilised for marketing questions and to encourage reviews, registering guarantees and newsletter sign ups. Our extensive admin area means all claims are verified or declined by our team against the parameters of the promotion before any funds are issued to the consumer.

## OUTCOME

During the 2022 cashback campaign, our client saw an additional 1,618 claims from new customers who purchased their product because of the advertised cashback promotion. It has been so successful that they are creating a new campaign for 2024.

## STATISTICS

### SPECIAL OFFER

Around **82%** of consumers prioritise special offers such as cashback when making purchasing decisions.

### UK MARKET

The UK market of cashback incentives saw over **\$20 billion** in transactions in 2023

### INFLUENCING PURCHASES

Over **70%** of consumers believe that cashback offers significantly influence purchasing decisions

### CUSTOMER RETENTION

Loyalty programs integrated with cashback offers increased customer retention by **25%**