

A top technology education provider based in the UK



“The rollout of Zinrelo’s applications has helped us to achieve excellent results this year.”

David Long, Director of Technology at Fire Tech Camp



Objective:

INCREASE SALES USING WORD OF MOUTH PROMOTIONS

- 9.49% of website visitors who discovered the widget, referred the brand to their friends through the app
- Referral traffic converted at an impressive sales conversion rate of 21.43%
- Converted 39.22% of site visitors into email subscribers
- New email subscribers converted into buying customers at an impressive rate of 35%

BOOST SALES WITH HIGH QUALITY REFERRAL TRAFFIC ON THE WEBSITE

METHODOLOGY

[Fire Tech Camp](#) a top technology education provider based in the UK wanted to leverage customer referrals combined with social media and word of mouth promotions to boost sales.

Fire Tech Camp embedded Zinrelo's [Refer-a-Friend](#) app on its website. The interface of the app presented site visitors with a coupon of \$25 off their next booking to refer the brand to their friends. The website visitors shared the brand via popular social channels like Facebook, Twitter, Pinterest or simply via email with just one click. The app was strategically placed on the website. This encouraged, 9.49% of the website visitors who interacted with the widget to refer the brand to their friends through the app. The referrals via social media and email resulted in a strong sales conversion rate of 21.43% for the brand.

RESULTS

- 9.49% of the total website visitors interacted with the app
- Impressive sales conversion rate of 21.43%
- Got high quality traffic on site through referrals



CONVERT SITE VISITORS INTO EMAIL SUBSCRIBERS

METHODOLOGY

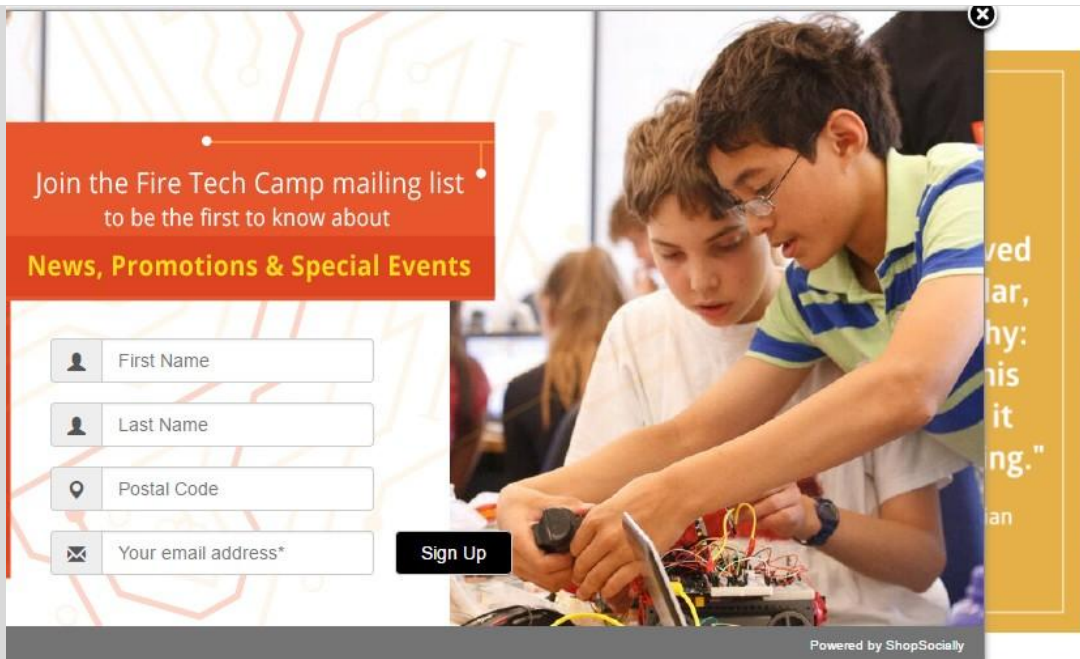
To encourage website visitors to convert into genuine email subscribers, Fire Tech Camp embedded Zinrelo's Get-an-Email app on its website.

The app presented a well designed customizable user-interface that blended with the default user-experience of the brand to encourage website visitors to sign up for the email updates program from Fire Tech Camp.

With the help of this strategy, Fire Tech Camp converted 39.22% of the website visitors into genuine email subscribers. The new email subscribers converted into buying customers at an impressive rate of 35%. Fire Tech Camp was also able to share offers and discounts via email with high intent customers along with latest news updates and special events.

RESULTS

- 39.22% of website visitors converted into email subscribers
- New email subscribers converted into buying customers at an impressive rate of 35%





ZING YOUR LOYALTY AND REFERRAL PROGRAMS

ABOUT US

Zinrelo brings you the world's best loyalty rewards and referral programs, helping to maximize revenue per customer and new customer acquisition through 360-degree customer engagement. It supports omni-channel interactions including desktop web, mobile web, mobile apps and in-store engagements.

Zinrelo loyalty rewards program boosts per-customer revenue by 2.4 times and repeat purchases by 80%. It creates fiercely loyal customers that are rewarded for all forms of engagements including purchases, social advocacy, reviews, sign-ups, referrals, photo sharing and more. It is fully customizable and is easy to deploy. Zinrelo referral program delivers a 25% uplift in new customer acquisition by converting your customers into brand ambassadors.

To zing your loyalty and referral programs, contact Zinrelo at <http://www.zinrelo.com> or [info\(at\)zinrelo\(dot\)com](mailto:info@zinrelo.com)

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