

The largest and one of its kind 5k event series in the world.

THE COLOR RUN

“The more location specific we make our Refer-a-Friend partnership with Zinrelo, the more people react and interact with our events. Both The Color Run and Zinrelo are committed to customer satisfaction and happiness and creating positive reactions and interactions with our products and services.”



Gerardo Castillo, Digital Advertising Marketing Manager | The Color Run

Objective:

INCREASE PARTICIPATION IN UNIQUE PAINT RACES USING WORD-OF-MOUTH PROMOTIONS

- Achieved 9.55% sales conversion rate for traffic through location specific referral strategy
- Received 12.32% interaction conversion rate
- Got 1000s of referrals and high quality site traffic
- Converted site visitors into social brand ambassadors
- Established online virality for brand ‘The Color Run’

TRANSLATE PARTICIPANTS' ENTHUSIASM INTO BRAND RECOMMENDATIONS

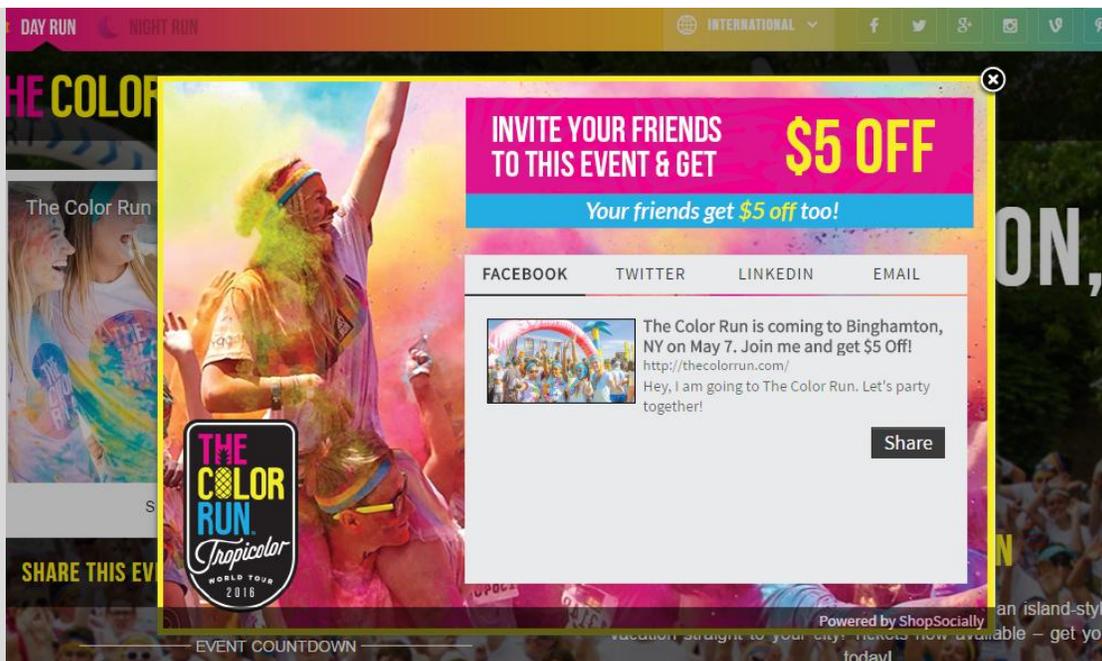
METHODOLOGY

The Color Run, the largest 5k event series in the world that produces events in over 40 countries and 220 cities across the globe, wanted to harness the power of word-of-mouth recommendations of its happy runners to boost its sales. To achieve this, The Color Run embedded Zinrelo's ['Refer-a-Friend'](#) app on its website.

The Color Run was able to customize the refer-a-friend app as per their branding and different event locations. The Color Run didn't want visitors to leave the website for referring their friends and family. This app converted The Color Run customers into brand ambassadors who also shared personalized referral messages with their social circles. This referral strategy reaped 12.32% interaction rate for The Color Run.

RESULTS

- 12.32% interaction rate for The Color Run
- Got 2-5 click backs for every referral
- 1000s of social posts endorsing The Color Run brand



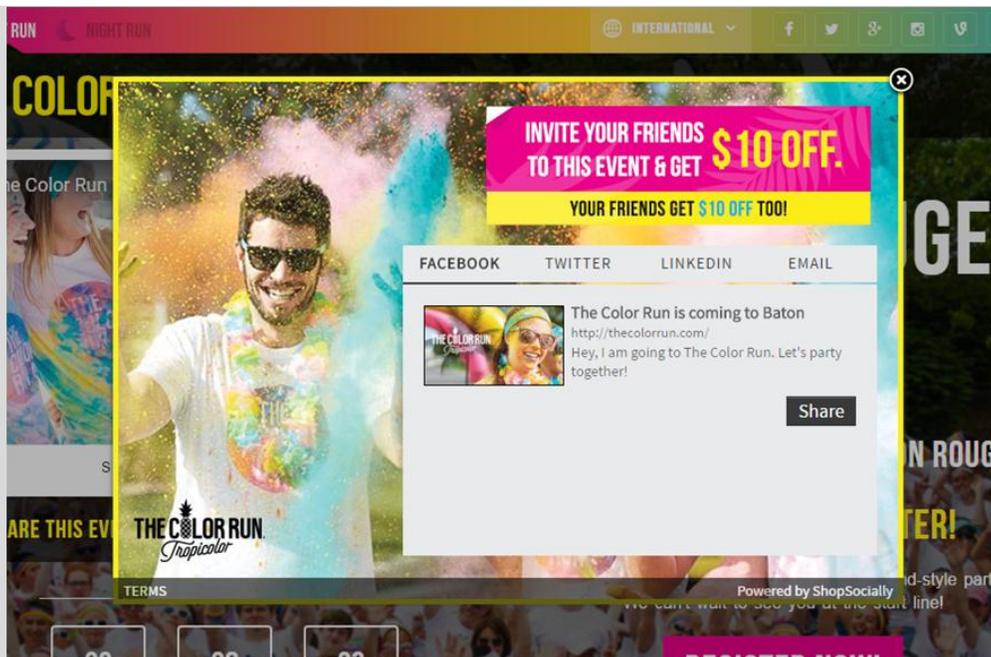
METHODOLOGY

By using Zinrelo's Refer-a-Friend app, visitors to The Color Run's location specific homepage were greeted with an eye-catching pop up with an enticing message, "Invite Your Friends to this Event and get \$10 off. Your friends get \$10 off too!" This offer is available to be shared freely via Facebook, Twitter, LinkedIn, and email. The Color Run conducts multiple event and town based Refer-a-Friend campaigns and the invaluable A/B testing feature helped them understand the importance of running town specific campaigns.

This simple yet powerful referral marketing app made it possible for The Color Run to achieve thousands of referrals within a short span of time and drove high quality referral traffic to the site. This referral strategy converted The Color Run brand into a word-of-mouth powerhouse and led to a striking sales conversion rate of 9.55% from referred participants.

RESULTS

- Referral traffic led to impressive sales conversion rate of 9.55%
- The Color Run got high quality traffic to site through referrals for each event location





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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