



eGlobal Central is the online consumer electronics and gadgets store.



"We are impressed by how swiftly the Zinrelo referral program has driven up the referral traffic and conversion rate for us. The app seamlessly integrated into our existing website and the positive conversion results began coming in very quickly."

- *Kathy Ngai, Business Manager at eGlobal Central EU*

Objective:

INCREASE SALES USING WORD OF MOUTH PROMOTIONS

- Each referral post with pre-purchase referral program generated approximately two referral clicks back to the website
- The pre-purchase referral traffic on the site converted at a rate of 3 times higher than the usual website conversion percentage
- The post-purchase referral program generated almost ten referral clicks per shared post
- The post-purchase referral traffic converted at 2 times the site's usual conversion rate

BOOST SALES WITH HIGH QUALITY REFERRAL TRAFFIC ON THE WEBSITE

METHODOLOGY

[eGlobal Central EU](#) - an online consumer electronics and gadgets store was looking to boost the reach of the brand and drive sales with word of mouth promotions on their website. To achieve this, eGlobal Central embedded Zinrelo's ['Refer-a-Friend'](#) app on its website. The intuitive interface of the app offered site visitors with an instant €5 coupon code on referring the brand to their friends. To make the deal sweeter, eGlobal Central also offered the friend with €5 coupon when the referral link is clicked upon. This encouraged customers to share the website via various channels like email, Facebook, Twitter and a private link along with a customized message. Each referral post produced with the help of the app generated approximately two referral clicks back to the website. Subsequently, the referral traffic on the site converted at a rate of 3 times higher than the usual website conversion percentage.

RESULTS

- Generated 2 referral clicks back to the website
- The referral traffic converted at a rate of 3 times higher than the usual website conversion rate
- Got high quality traffic on site through referrals



CONVERT CUSTOMERS INTO BRAND AMBASSADORS

METHODOLOGY

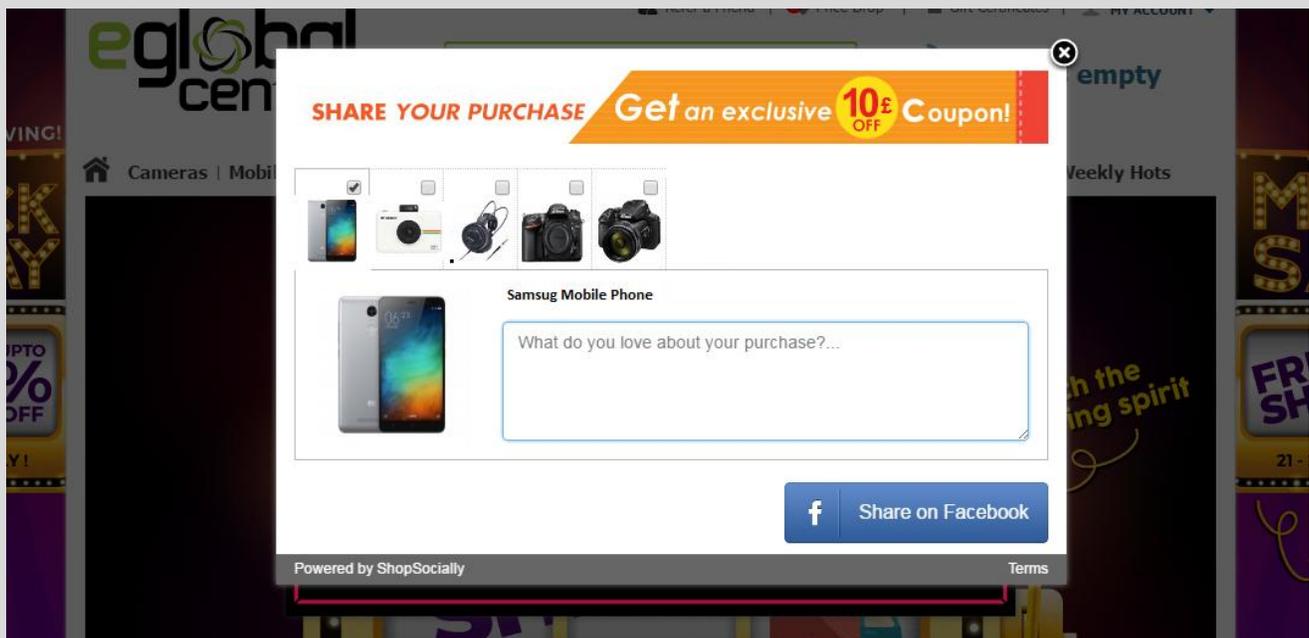
eGlobal Central EU also embedded Zinrelo's 'Share-a-Purchase' app on the order completion page to convert the purchase delight of the customers into referrals.

The post-purchase referral campaign enabled customers to spread the word about their purchases from eGlobal Central EU at the click of a button, making it easy for them to become brand ambassadors. eGlobal Central EU also offered customers with a discount coupon code in return for sharing their shopping experience with their friends and family via social networks.

The post purchase referral campaign generated almost ten referral clicks per shared post, with referral traffic converting at 2 times the site's usual conversion rate. These social referrals helped the brand reach thousands of new and high intent audience by converting its customers into brand ambassadors.

RESULTS

- Generated 10 referral clicks back to the website per shared post
- The post purchase referral traffic converted at 2 times the site's usual conversion rate





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)

REQUEST A DEMO