

M-COUPON CLINIQUE



CLINIQUE

MEMBER GETS MEMBER



SEND PUSH E-MAIL TO CLINIQUE DATABASE. VIRAL MARKETING VIA WEB-FORM
RECEIVE COUPON BY EMAIL. PRIZE GUARANTEED UPON REDEMPTION AT CLINIQUE
STAND IN ALL EL CORTE INGLES DEPARTMENT STORES

OBJECTIVES:

- ✓ Launch a Member Gets Member promotion to increase Clinique member database
- ✓ Leverage existing member database
- ✓ No interference in regular operations in Clinique stands
- ✓ Generate real-time statistics
- ✓ Reward referrers

CODILINK SOLUTION:

- ✓ Design of MGM mechanism
- ✓ Use existing database for a traceable email push
- ✓ All referred customers sent unique coupon via email for a guaranteed prize
- ✓ All referrers receive unique coupon for thank-you prize via email
- ✓ System of redemption via mobile Codilink Scanners

RESULTS:

- ✓ 25,000 unique coupons distributed
- ✓ 14% redemption rate of all coupons (higher than all previous Clinique campaigns)
- ✓ Notable increase in traffic to Clinique stand during promotion period
- ✓ Very positive feedback from clients
- ✓ Options now being evaluated for international expansion of promotion mechanism across Europe

REGISTERING
VIA WEB



RECEIVING COUPON
VIA E-MAIL

