

Customer

Leading live entertainment company

Industry

Entertainment

OBJECTIVE

A leading concert and ticketing company wanted to build a bigger and stronger customer community, boost sales and encourage repeat ticket purchases.

SOLUTION

Reve Marketing launched a refer-a-friend program that prompted customers who had recently made a purchase to ask friends to register as members and purchase tickets.

- Advocates received \$10 for every friend who registered (up to \$50), which could be used for subsequent concert purchases. Referred friends received \$10 credit upon registering and using the personalized promo code while purchasing a concert ticket.

Offer could be shared via email, Facebook and Twitter.

- New customers were captured in the company's CRM system
- for future marketing.

Reve Marketing's solution prevented fraud, such as referrals

- being sent outside of the US, and exposure to concert agents/agencies.

Reve Marketing's solution automatically provided the reward

- logic, advanced analytics and tracking reports.

RESULTS

