



CONSUMER LOYALTY CASE STUDY

3 million+ engaged members

A leading American prepaid, no-contract mobile phone provider, offers freedom and flexibility to their more than 25 million subscribers across 11 brands. This mobile provider was looking for ways to increase their subscriber base and leverage loyalty among current customers.



○ Challenge

Their former loyalty program was not scalable and did not drive sustained engagement. The reward structure was purely economic creating an increased liability for them. Outbound marketing was limited making it difficult to drive enrollments.

○ Solution

Starting with their largest brand, we developed a custom customer loyalty program that included a point earning and burning system along with value-add content and a gamified experience. Since launching the first program in 2016, Augeo has provided ongoing creative marketing and engagement strategies and support as well as launching custom loyalty programs for four additional brands.

Results

Their new rewards program offers incentives to users who promote the company via social media, among other things. Rewards encourage users to sign up for auto-refill, share content on social media, play games and purchase service plans.

By the numbers

1M

grew user base from 100k to 1 million in first year

18%

average monthly engagement rate for rewards members

30+

customized marketing pieces are deployed each month for each of their consumer brands

3M+

member reach and 10 million+ subscribers through the rewards program

POSTING FOR POINTS FITS ANY SCHEDULE.
From grabbing a coffee to watching the news, social sharing from Rewards is an easy multi-tasker with a 50-point bonus.

SHARE NOW

SHOW YOUR SAVVY PERSONALITY WITH CHARACTERS.
Share a shout-out from Rewards via FB or Twitter for a big 50-point bonus—up to twice/month!

SHARE NOW

THE GAME WITH SERIOUS WINS IS BACK.
We're giving you more chances than ever to Spin-the-Wheel and win big, so don't forget to play every day.

PLAY NOW

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Talk to our experts to see how Augeo can grow your business

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