



21.8%

conversion rate

Leading Sports Nutrition Retailer Boost's Customer Acquisition Through Refer a Friend

Science in sport implemented a refer a friend experience into their website using the Odicci Interactive Marketing Hub that sparked a boost in their customer acquisition.

"It has been a fantastic partnership working with Odicci. We were able to create a refer-a-friend experience with them that boosted both our customer retention and our acquisition. We would definitely recommend using the Odicci platform!"

The platform is easy to use and the Odicci team are very friendly and accommodating."

Head of E-commerce at Science In Sport

Science in Sport is the world's leading performance nutrition brand. Combining world-class knowledge and scientific formulations to provide optimal performance solutions across the nutritional need states of energy, hydration, and recovery. Since 1992, Science in Sport has fuelled Olympians, World Record Holders and World Champions from Cyclists to Swimmers and Heptathletes to Runners.

CHALLENGES

Science in Sport were seeking to drive customer acquisition and foster customer loyalty with a referral experience. They additionally wanted to consolidate their tech stack, which other advocacy platforms were not able to provide. Having a consolidated tech stack would eliminate the need for Science in Sport to switch between multiple applications and systems, saving the brand both money and time. Furthermore, Science in Sport wanted to collect valuable data in order to understand their customer base better.

23%

'Referer' Conversion Rate

"it has been a fantastic partnership working with Odicci..."

SOLUTION

Science In Sport utilised the Interactive Marketing Hub to create an interactive Refer-A-Friend experience. As well as saving time and money from consolidating their tech stack, advocacy experiences are more memorable and unique, setting them apart from their competition. By using advocacy as a customer acquisition strategy, Science In Sport boost trust and credibility from their target audience and foster more customer loyalty and brand awareness as a result.

Interactive Marketing Hub Boost Customer Engagement

QUIZZES



GAMES



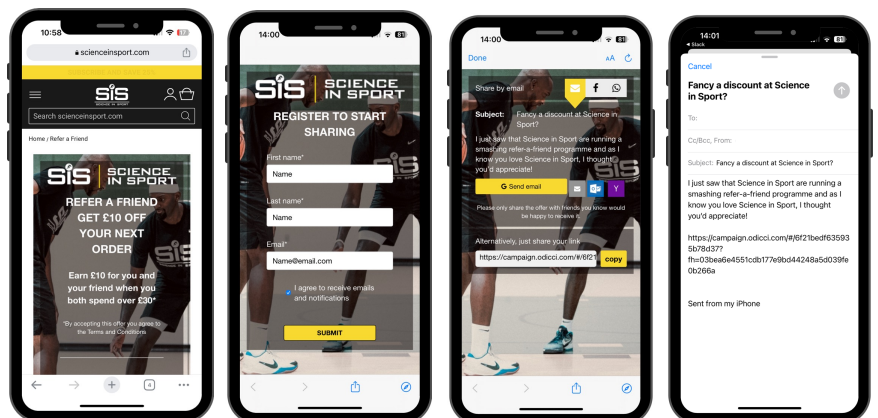
REWARDS



ADVOCACY



This interactive refer-a-friend experience allows loyal customers to advocate for Science In Sport easily and efficiently, across messaging platforms such as email, WhatsApp and Facebook. While customers collect their reward for advocating, Science In Sport are rewarded with valuable First and Zero-Party data on their target audience. This experience is available on the website and within the checkout – improving the customer journey and boosting the amount of participants. This experience has achieved 32K participants overall. By using advocacy within their marketing, Science In Sport has created a lasting impression on their target audience. The reward customers receive for referring friends keeps them engaged and entices them to buy again from Science In Sport. The conversion rate added up to 23% for 'referrers' and 21% for 'friends', resulting in a boost in sales for Science In Sport.



+16%

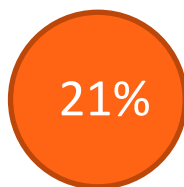
Average Order Value

RESULTS

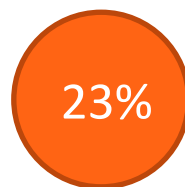
The Science In Sport Refer A Friend experience has been a massive success. The experience has provided Science In Sport with expanded reach and visibility as well as increased acquisition and customer loyalty. By consolidating their tech stack with The Interactive Marketing Hub, Science In Sport have been able both money and time on their marketing, due to our all-in-one platform style.



Overall Conversation rate



'Friend' conversation rate



'Referrer' conversation rate

By fostering a strong base of customer advocates, Science In Sport have built a loyal customer community and can enjoy the many advantages that come with it. The strong relationship Science In Sport have now built with their audience will lead to more repeat purchases and a longer-term relationship. The experience achieved a strong 23.81% conversion rate and a 16% increase of the brand's average order value, proving that advocacy will significantly boost your sales and engagement.

The valuable first and zero-party data Science In Sport have collected on their target audience will help them to personalise and boost engagement with any future experiences they launch.

All successful marketing begins with good data, because data drives personalisation, and personalisation drives conversion.

Find out more

Contact us for a demonstration of Odicci's Interactive Marketing Hub.

hello@odicci.com
+44 20 7903 86 30