

Revitalising Student Shopping

 | Case Study 2024



Objectives

A leading premium British retail chain partnered with Giftcloud and a student-focused closed user group (CUG) to rejuvenate the student shopping experience, attract new customers, and increase customer lifetime value.

Primary Objectives



Expand the retailer's footprint among students



Engage students during peak periods such as Freshers week and the back-to-school season.



Increase the Average Order Value (AOV) by leveraging key academic year moments.



Campaign Overview



Offer

The summer campaign targeted students during their holiday season before the new academic year. Students received a £10 gift card for spending over £100, incentivizing them to stock up on tech and household essentials.



Targeting

The campaign was promoted through a students-only publisher to ensure it reached the intended audience



Timeline

Initial Campaign: August 20th - September 30th (extended to December 24th due to success).
Subsequent campaigns: "Spend £200 and receive a £20 gift card" & Black Friday: "Spend £250 and receive a £50 Gift Card"



Journey



Students verified through the CUG could access the offer via their website.



Clicking the CTA directed them to a Giftcloud-hosted page to capture customer details and establish tracking.



After entering their email, students were redirected to the retailer's site to complete their purchase.



A 45-day validation period followed the purchase before the gift card was rewarded



Results



Conversion Rates

Increase in conversion rate by 33.76% between the retailer and the CUG



AOV

Average Order Value rose by 13.11% when compared to public discount offers



Sign-up CR%

Sign-up to sale conversion rate averaged 14.73% across all campaigns

The campaigns demonstrated that well-crafted gift card incentives, strategically launched, can outperform discount offers.

Gift cards not only attract new customers but also ensure future purchases, increasing lifetime value.

Additionally, optimizing the balance between gift card value, minimum purchase requirements, and other variables such as season and customer demographics enhances conversion rates.

