



SWELL

CASE STUDY

**HOW BEST CHOICE PRODUCTS
INCREASED CONVERSIONS BY 7.06X
WITH A REFERRAL PROGRAM.**

CLIENT NAME: BEST CHOICE PRODUCTS
INDUSTRY: HOME GOODS

bcp

Summary

Swell helped **Best Choice Products** create an incentive marketing program which rewards customers for performing a number of actions, including purchases, social media activity, and more. In this case study, however, we'll focus on how BCP's referral program dramatically increased conversions and yielded a significant ROI.

Key Statistics

17M / **60K**
Points Earned / Actions Taken

18% / **40%**
Conversion Rate / Higher Customer LTV



Background

Founded in 2002, Best Choice Products manufactures and sells high quality products at low costs. The company handles over 1,200 items and prides themselves on their excellent customer service and savings-focused attitude.

As BCP grew, they wanted to both reward their most loyal customers who consistently made repeat purchases, and leverage those loyal customers to help them earn new ones as well.

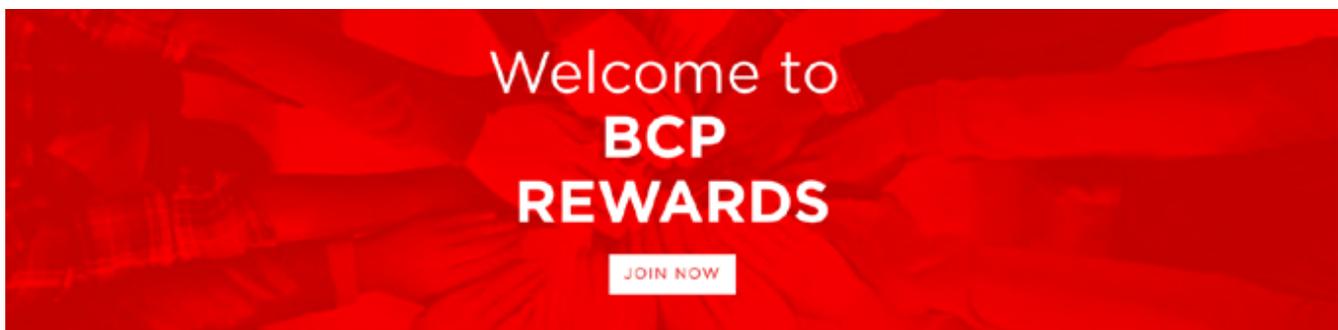
In particular, around 2.6% of BCP's visitors go on to make purchases, but powerful word-of-mouth marketing campaigns attract traffic that converts at a much higher rate. BCP needed a custom-designed platform to engage their current customer base and and capture these new high-performing shoppers.

BCP accomplished their goals through an incentive marketing program which utilized both Swell's rewards and referrals solutions.

Program Structure

The “BCP Rewards Program” gives users the ability to earn points through nine different actions including general purchases and following the brand on different social media channels. These points can be redeemed for discounts on future purchases directly at checkout.

Key to BCP’s incentive marketing program is their “[rewards page](#)”; it’s the one-stop-shop where customers can not only check their status and learn how they can earn points, but it’s an excellent place for them to refer friends as well.



“Swell helped us create an eye-catching program that appealed to our loyal customers. Immediately, we started seeing more people sharing our products and telling their friends about our brand on social media.”

~Kelly Klopfer

Referral Program Structure

Integral to BCP Rewards' success is their custom-designed referral program. Instead of a standard pop-up on their website, Swell helped BCP create a modal-free page that integrates seamlessly into their rewards and account pages. The page is brand-consistent and provides a more optimized user experience:

REFER A FRIEND

Give your friends a gift of 15% off their first order and...

Receive 2x their first purchase amount in points credit!



Please submit your email below to register!

Register

Customers are able to use the program to send their friends a 15% discount off their first order.

If a friend makes a purchase, the referrers receive 2x the friend's spend in points. By rewarding both the referrer and new customer, BCP is able to maximize their value generated from both customer segments.

Critically, all customer-facing referral program UI on BCP's site encourages potential referrers to enter their friends' email addresses (as opposed to sharing a referral link on social media). In Swell's experience, shares which occur via email convert at a dramatically higher rate once the visitor has landed on the site.

Results

“Implementing Swell was quick and painless. Their team worked with us to create a custom-designed incentive marketing page that fit perfectly into our website.”

~Kelly Klopfer, UX Design Assistant Manager

In the first month after launching, Best Choices Products quickly saw a high volume of effective “shares”.



Clicks Per Share

Conversion Rate

Higher Conversion Rate
than their Average Consumer

Results

Swell was able to help BCP meet two key objectives it had related to the referral program:

Objective 1: Incentivize customers to share BCP's products with their friends.

Best Choice Products created the ultimate value-generating referral program. Without incentivizes, only a small percentage of consumers bother to share their favorite ecommerce products and stores online. However, BCP's referral program motivated loyal customers to share the brand with their friends through social media, text, and email. Each share generated 7.69 clicks on their website, leading to more exposure and ultimately, more purchases.

Objective 2: Increase conversions of new website visitors to purchasers.

BCP's referral program was a marketers dream, creating a dependable channel for low-cost, high converting traffic. On average, 2.6% of BCP's visitors make a purchase when first directed to their website. Their referred visitors, however, converted at a rate of 18.36% (7.06x higher than the rest of their customer base!).

"We saw an increase in high-value customers that were coming to us through our referral program. These shoppers were already sold on our brand and became even more profitable over time." ~Kelly Klopfer

Since its launch, the program has generated a steady 4.2x ROI. Participants have taken over 60,000 actions and earned a combined 17 million points.



www.swellrewards.com
team@swellrewards.com