

BEEF&STEAK GAINS 2,114 NEW VISITORS WORTH \$1,412 USING LOYALTYLION

“LoyaltyLion is extremely fast to set up. The referral feature is really powerful and runs itself, I particularly like that I can see who is referring the most so I can contact them.”

- Jan Faber, Beef&Steak owner



CHALLENGE

Jan and Matthijs knew their customers recommend them to friends over BBQs and meals. They wanted a way to increase this word of mouth marketing and reward loyal customers.

SOLUTION

They used LoyaltyLion’s refer-a-friend feature to reward online customer referrals. They offered 200 points (worth \$3) each time an existing customer referred a new paying customer.

In two clicks their existing customers could refer friends via Facebook, Twitter and email. You can see their results below.

RESULTS

10,901

PEOPLE
REACHED

2,114

NEW
VISTORS

1,198

VISITORS FROM
FACEBOOK

If Jan and Matthijs had used Adwords to generate this traffic they said it would have cost at least **\$1,412**.

“LoyaltyLion has proven to be very effective for us. Clients choose to order and reorder at our webstore as they are rewarded for each transaction. Conversion rates and customer satisfaction has gone up. Big thanks to you guys!”

- Matthijs Van Der Pijl, Beef&Steak owner