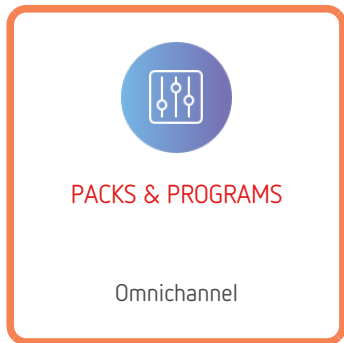


Cashback Program



Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- Cashback via online (2 weeks): Fixed price for 3.500 refunds
- 1 OTA Pressure (2 weeks)
- 1 Mass Insert e-mail (800.000 contacts)
- 1 Stopper Small NFC (SM banner)
- Post action: stimulare rebuy via e-coupon (drive to store)
- Post-reporting

OBJECTIVES

CONVERSION



PENETRATION



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- Look & feel of your brand
- Setup price + admin fee per participant

Post reporting

If applicable:

- KPI 1: Reach category
- KPI 2: Penetration promoted product/range
- KPI 3: % New Buyers of promoted product/range
- KPI 4: Category turnover evolution
- KPI 5: Promoted product / Range turnover evolution

Participants online

Sample pictures

