

OVERTONE

CLIENT OVERVIEW

Overtone has been selling coloring conditioners that are kind to your hair since 2014. Their customers have always loved sharing with friends. Overtone's challenge was to incentivize them to spread the word even further.

Overtone launched its referral program with a standalone campaign and post purchase popup that offered a \$10 double-sided offer for each successful referral.

Talkable's initial analysis of the campaign found that while many customers were sharing, the click-through rate on Friend Share emails and the onsite conversion rates of Talkable customers were below industry benchmarks.

PERFORMANCE METRICS

39% increase in Friend offer click-through rate

106% increase in Talkable customer onsite conversion rate

6% of total online revenue generated by referrals



OBSERVATION:

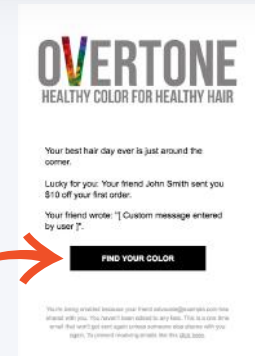
The click-through rate on the Friend Share Emails was low.

ACTION:

The Talkable Customer Success team implemented an A/B test to identify the highest converting copy for the Friend Share email CTA button.

RESULT:

After a series of tests, 'FIND YOUR COLOR' replaced 'CLAIM YOUR GIFT', and the Friend offer click-through rate increased from 10% to 13.9%.



OBSERVATION:

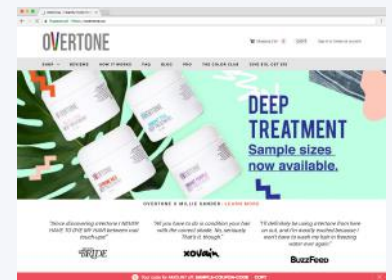
Overtone's homepage was attracting a lot of referral customers but the conversion rate was low.

ACTION:

The Customer Success team added a Reward Gleam. The Gleam sits on the bottom of the browser to highlight the coupon code while the customer shops.

RESULT:

Adding the Reward Gleam increased the conversion rate from 14.54% to 29.91%.



The Talkable team is able to identify the messaging that resonates most with our customers. Their platform makes it really easy to run lots of tests – which we love!



Chanelle Leslie
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