



# PLASTC CARD



**plastic**<sup>TM</sup>

## CLIENT OVERVIEW

The Plastic Card consolidates credit, debit, loyalty, and similar cards in single payment device.

## CLIENT OBJECTIVE

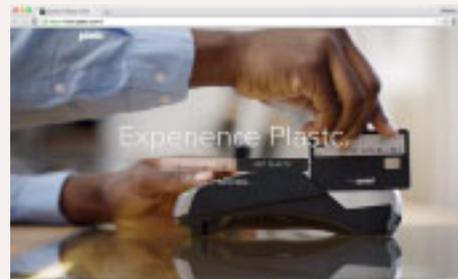
Acquire pre-order customers and amplify the excitement through a referral campaign

## CHALLENGE

- The best referral programs offer two-way incentives. The friend receives a coupon code and the advocate receives store credit when their friend buys.
- Pre-Order campaigns usually only sell one product so store credit doesn't work as an advocate reward.
- Plastic sought a partner to help set up a referral program with the ability to fulfill advocate rewards other than store credit.

## Sequence of Events

The Plastic team was confident the pre-holiday announcement of the Plastic Card would go viral.



As the company prepared for a pre-order campaign, Plastic sought to invest in a referral strategy to increase sales.

# SOLUTION



Plastc engaged Talkable because of its experience with pre-order campaigns and flexibility around reward fulfillment.



Talkable structured an offer that would reward Plastc Card advocates with a \$20 cash equivalent gift card each time they successfully referred a new customer.



Plastc leveraged the Talkable platform to set up a series of automated email reminders that would drive campaign engagement.



The Talkable platform is able to fulfill cash equivalent gift cards to advocates.

## Friend gets

**\$20 credit** toward  
plastic card



## Advocate gets

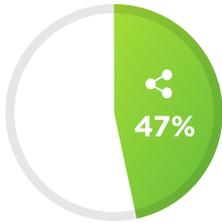
**\$20 cash** equivalent  
pre-paid gift card



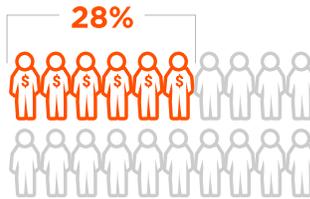
Plastc and the Talkable Customer Success team set up automated emails to entice advocates to continually refer friends.

# RESULTS

## CUSTOMERS BECOME ADVOCATES



47% of Plastc customers shared the referral offer with friends.



28% of referred visitors to the Plastc website completed a purchase.



On average, each advocate referred **2.7 friends that became customers.**

## SUBSTANTIAL FINANCIAL IMPACT

**\$5.2M**



Within a week of the October launch, pre-orders from around the world brought in **\$5.2 million** in sales.



The campaign managed on the Talkable platform has been responsible for **36.8%** of total revenue.



We knew using the Talkable platform would result in strong sales through referrals. However, our expectations were far surpassed by the partnership and coaching we received from the Talkable Customer Success team. We couldn't be more excited about our success with Talkable!



**Ryan Marquis**  
Cofounder & COO