

PURA VIDA BRACELETS

puravida
bracelets

CLIENT OVERVIEW

Pura Vida sells handcrafted bracelets. Referral marketing is a core driver of customer acquisition and engagement.

CLIENT OBJECTIVE

Achieve additional sales through referrals while preventing customer gaming of the program.

CHALLENGE

- Pura Vida worked with a popular vendor, which claimed to be driving 10% of total sales from referrals.
- The sales revenue figure sounded promising, but the team was suspicious that unauthorized transactions might be inflating this figure.
- Pura Vida needed to find a more robust platform with the ability to run campaigns with greater incentives without the fear of being ripped off.

Sequence of Events

- Pura Vida worked with a Referral platform, which claimed to drive 10% of total sales.



Prior Vendor

- The former referral platform lacked the ability to accurately report on results.

SOLUTION



The Customer Success team at Talkable advised Pura Vida to pursue the same offer, confident that the platform would outperform the prior vendor.



Talkable explained how its fraud prevention algorithm learns from each transaction performed and adapts to incorporate rules that prevent unauthorized rewarding of customers.



Pura Vida provided Talkable with data logs from their prior vendor to perform a fraud detection assessment.

RESULTS

- Talkable analyzed historical data provided by Pura Vida and determined that the prior vendor's 10% revenue contribution claim was exaggerated (see diagram).
- Talkable was able to dramatically increase performance, while keeping the offer constant by introducing better creative, increasing campaign visibility, and optimizing with A/B testing.
- By leveraging the Talkable platform, Pura Vida is able to drive 12% of total sales revenue from referrals, while preventing unauthorized purchases.

When launching with Talkable, Pura Vida kept the same two-sided reward offer.

Friend gets
50% off first purchase

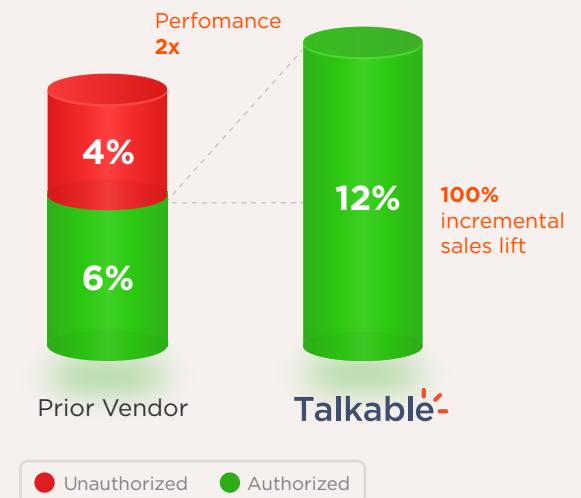


Advocate gets
\$20 off future purchase



Talkable determined that self-referrals were inflating the 10% revenue figure claimed by the former vendor.

REFERRAL CHANNEL CONTRIBUTION



Talkable is driving 12% of total revenue and Pura Vida is confident that fraud has been virtually eliminated.



Fraud is so rampant in the referral space and we take solace knowing that Talkable is the authority on preventing it from happening. When we see a report that shows stellar results, we know it's true! We couldn't imagine a better partner in helping us be successful.



Griffin Thall
Pura Vida Bracelets CEO