

Overview

RhinoShield is an international cell phone case retailer that works to find innovative new technologies to create high-quality products that protect your cell phones.

Client Objective

RhinoShield's primary objectives are to achieve additional sales through referral marketing and gain a higher converting traffic source.



13

business days to launch and integrate their referral marketing program

17.3%

of referred traffic converted to make a purchase

77.8

times better performance compared to previous referral marketing campaigns

Quick Campaign Launch



Challenge

The initial challenge for RhinoShield was trying to implement a new marketing channel that they had never consistently used.



Action

The Talkable team was able to quickly integrate and create the customer-facing campaign screens and implement customer feedback.



Result

As a result of our collaboration and consistent communication, RhinoShield minimized the use of their internal resources, and were able to get their referral marketing campaigns up and running in **13 business days**.



Getting started everything was straightforward and well explained. The team made it smooth and fast to start.



Guillaume, the Europe Brand Manager at RhinoShield



I'm looking forward to seeing our site traffic continuing to grow in the coming months and Talkable being even more profitable for RhinoShield.



Guillaume, the Europe Brand Manager at RhinoShield

Converting Traffic



Challenge

The business was seeing high volumes of traffic but few visitors were converting. RhinoShield needed their referral marketing channel to create a higher converting traffic source.



Action

Our Campaign Managers created a reward gleam campaign, which is a type of campaign that helps with on-site conversion rate by reminding Friends and Advocates to use their rewards.



Result

With our expertly crafted campaigns, RhinoShield is now seeing an increase in their site traffic and has been able to convert 17.3% of their referral traffic.

Revenue



Challenge

Before, RhinoShield ran a short-lived referral program with a different referral software vendor but found it too time intensive to create customized campaigns. The main reason RhinoShield decided to stop using referral marketing was the program drove less than .05% of their monthly revenue.



Action

Our campaign experts managed and created RhinoShield's referral marketing campaigns; as a result, they ensured Rhinosield was following best practices.



Result

By following the best practices, RhinoShield's referral marketing campaigns have seen a 77.8x performance improvement in comparison to their past referral program.





One of Talkable's primary goal is to use referral marketing to help drive site traffic and optimize their referral program for conversions. Although RhinoShield has just started working with Talkable, they are already seeing 3.7% of their monthly revenue coming from referrals.

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Working with Talkable has been extremely positive. We started at zero and quickly got to a good place.



*Guillaume, the Europe Brand
Manager at RhinoShield*