

Beam Platform Product Promotion

A case study of impressive Capri-Sun sales via an in-app promotion

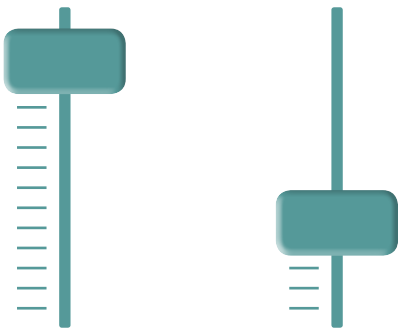


Beam Platform Product Promo – Capri-Sun Case Study

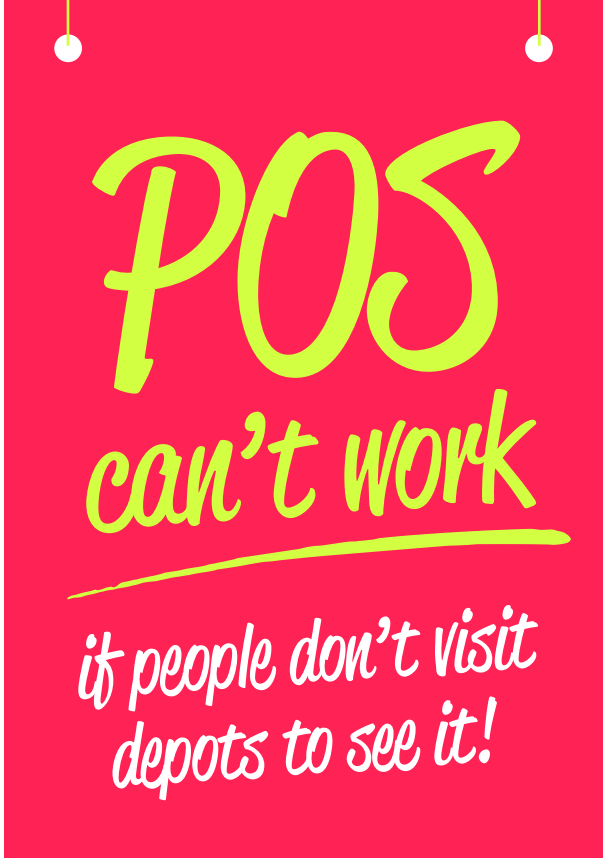
The Problem

The increase of online ordering within the wholesale sector has led to a significant decrease in depot visits.

Therefore traditional communications such as POS are no longer reaching all customers.



Online Orders Depot Visits



**Suppliers
are now on the**

The word 'LOOK' is in a large, bold, black font. The letter 'O' is replaced by a pair of black binoculars. Below 'LOOK' is the word 'OUT' in the same large, bold, black font.

**for new ways to
communicate
with customers**

Suppliers are on the look out for innovative ways to communicate with their end-customers and test new marketing channels within the sector.

Bestway Wholesale was keen to see whether app users would engage with a push notification campaign featuring Capri-Sun, part of the Coca-Cola family.



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The Solution

A mobile campaign was developed which consisted of the following:

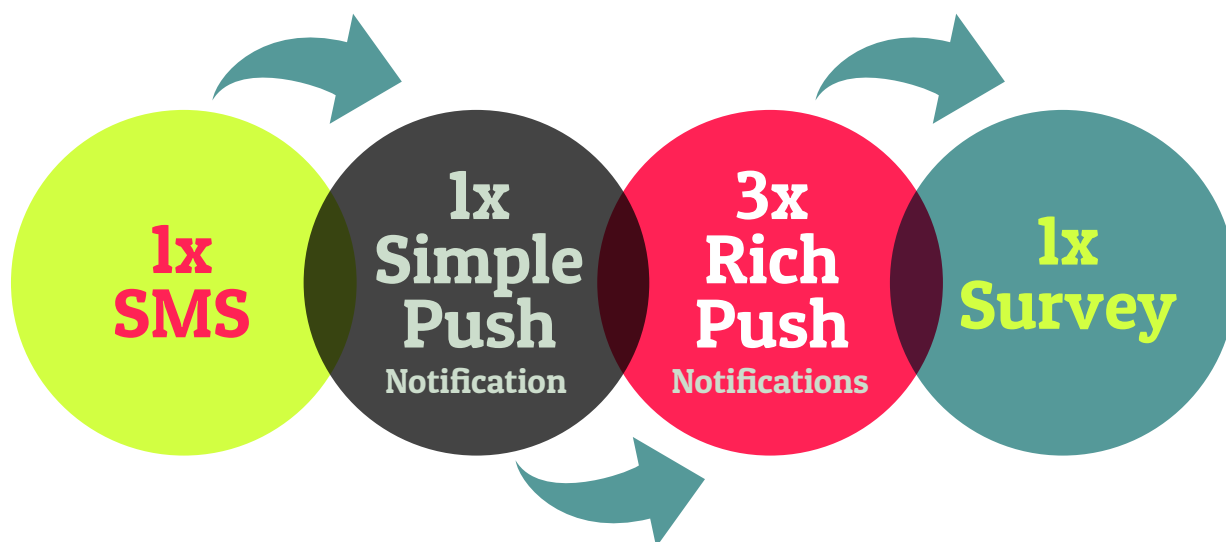
The first part of this campaign was designed to encourage as many new downloads of the app as possible. This was done through a simple text message sent out to the entire customer base to anyone who had not registered to use the existing app. The message directed users to the respective app stores.

Once downloads of the app were maximised, a series of rich (high quality animated content) push notifications were sent out to customers encouraging them to click through to see the products.

Various different messages were tested, some more generic, others showing actual prices or POR figures. Also in order to avoid annoying customers with too many push notifications, or preach to the converted, those that had already engaged with a notification or had purchased promoted products in the previous 5 days, were excluded from subsequent pushes.

At the end of the campaign a simple push notification was sent out telling customers to have a great weekend trading and linking to a weather forecast.

In addition, a survey was sent out in the week following the campaign to all app users asking them about their views on the campaign.



‘action rates were incredibly strong with the best performing push hitting 49%’

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The Results

