

CASE STUDY

CLO PARTNERSHIP DRIVES IN-STORE TRAFFIC FOR F.HINDS



CHALLENGE

F.Hinds, a family-owned British jewelry retailer with over 115 stores across the UK, was facing the challenge of adapting to shifting consumer behavior in the jewelry industry. The number of consumers purchasing jewelry has dramatically increased in recent years, with new online jewelry shops capturing the digital-first generation.

F.Hinds wanted to:

- **Attract and engage a younger generation of jewelry consumers to their brand**
- **Drive in-store traffic through innovative partners to reach a broader audience**
- **Boost customer sales while meeting a target ROAS**

To address these challenges, F.Hinds turned to their agency partner Acceleration Partners (AP) to find a unique partnership that would help them reach their online and in-store revenue goals and bring their company to a larger audience.

ABOUT AIRTIME REWARDS

Airtime Rewards are an app based, rewards program rewarding its 2.5 million members with rewards off their mobile phone bill. Airtime Rewards use cutting-edge transactional technology from Visa, Mastercard and banks to segment their audience to influence and incentivize shopping behavior at over 150+ high street and online retailers including Boots, Tesco and Nando's.

OUR APPROACH

F.Hinds tasked AP with revitalizing their affiliate program to increase revenue for their younger target demographic. AP approached Airtime Rewards, a card-linked offer (CLO) affiliate with 2.5M+ community members and an average member age of 26, which could easily target F.Hinds' desired audience and goal of bringing in new sales. Airtime Rewards helped F.Hinds achieve their goals in three ways:

- 1. In-store targeting:** Airtime Rewards provided transaction value data by store location, demographic, and segmentation to help F.Hinds reach their younger audience and meet retention and acquisition goals. Airtime Rewards could also target nearby shoppers through their rewards app to drive them to make in-store purchases.
- 2. Young audience engagement:** Unlike other CLO partners, Airtime Rewards targets younger consumers with high phone contract amounts or those looking for applicable ways to save money. Airtime Rewards' approach of providing cashback that can be directly applied to bills is especially appealing to consumers between the ages of 18 and 34.
- 3. Product marketing for a key demographic:** Airtime Rewards marketed F.Hinds' products to their younger audience by highlighting items that would be most appealing to them, such as engagement rings and reduced gold hoop earrings perfect for a night out.

By partnering with Airtime Rewards, F.Hinds' affiliate program saw a boost in revenue both online and in-store, thanks to their effective targeting of younger consumers through relevant rewards and product marketing.

RESULTS

198%

increase in total
program revenue

90%

of transactions from
Airtime Rewards were
in-store purchases

13%

of online shoppers
opted to also
shop in-store

140%

of ROAS
goal achieved



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