uniqodo

Firezza 29% increase in active customers with Uniqodo

EXECUTIVE SUMMARY

Firezza is a gourmet pizza company with 24 UK locations. The company was founded by Edin Basic in 2001, and acquired by Pizza Express in 2016.

Static voucher codes and 'refer a friend' schemes are standard methods to drive customer acquisition in the online food ordering market, but static codes make it very difficult to track marketing performance. By working with Uniqodo, Firezza were able to access unique codes, to track and accurately predict customer behaviour.

As a result, Firezza saw a 78% increase in customer acquisition and 29% increase in active customers over a six month period.

Marketing Manager, Firezza Pizza

"The Uniqodo team possesses a technical and commercial mindset, whilst also understanding how to develop a system or product which is truly intuitive for end users. They asked whether I had ever thought about doing a refer-a-friend scheme, and within a few weeks, had come up with a proposal to develop and support it."

CHALLENGE - TRACKING CUSTOMER ACQUISITION WITH STATIC VOUCHER CODES

Firezza has been growing their reputation since 2001, expanding their restaurants and delivery service around London for customers who want to enjoy proper pizza. It is notoriously expensive to acquire new customers in the online food ordering market. Like many others, Firezza was using discount codes to strengthen brand awareness and build their customer base. However, Firezza saw their like-for-like sales were suffering. These offers were created with static voucher codes, which were easily accessed and shared online, and Firezza couldn't tell whether customers had genuinely come from their partners.

They needed a solution to create closed source promotion codes with the ability to track the performance of their online, social media and affiliate marketing.

SOLUTION - UNIQODO UNIQUE CODES DRIVE 'REFER A FRIEND' SCHEME

Firezza's marketing manager brought in Uniqodo because he was already familiar with some of their services. Firezza had two key requirements:

- Increase new customer acquisition
- Deliver promotions to reactivate customers who had previously ordered from Firezza or subscribed to their email list.

Firezza 29% increase in active customers with Uniqodo cont'd

In November 2016 Uniqodo integrated their technology with Firezza's website, enabling them to produce and manage huge volumes of dynamic and secure codes. The system helps Firezza to deliver promotions and track the results of their strategy through affiliate partners and their own channels.

For visitors to the website, Firezza can add widgets to display a dynamic code when a page is refreshed, so every customer gets a unique code. In paid social media campaigns, particularly on Facebook, Firezza uses dynamic codes on the adverts, setting a budget to meet their desired cost per acquisition.

Having unique codes allows them to engage their target audience with limited promotional offers until the campaign budget is exhausted.

Firezza runs regular campaigns to email subscribers with exclusive offers to encourage them to repeat purchase. Dynamic discount codes enable the marketing team to track which perform best. The system even facilitates offline promotions, such as 'bounce back' coupons, given out with home delivery orders. Firezza can download a batch of 10,000 unique codes and send the data set to run codes on every flyer or printed item.

When customers order directly on the website, the order confirmation screen presents them with a one-time 'Refer a Friend' offer to enter a friend's email address. Once their friend opts into the email marketing, the original customer and the friend both receive a unique voucher code to redeem for a treat.

IMPACT - 14,000 MORE ACTIVE CUSTOMERS WITHIN SIX MONTHS

Via attribution modelling, Firezza is able to predict that 75% of people see an advert for pizza and buy within one day. Having dynamic codes in their online advertising means the 'Claim your code' urgency and 'Limited number' scarcity messages are highly effective.

Firezza monitors the number of active customers, which in September 2016 was 48,000, acquired over approximately 13 years. In six months of operating with the Uniqodo system (November 2016–April 2017), the volume of active customers increased 29% to 62,000.

Firezza also measures the monthly number of new customers, which rocketed from levels around 4,200 per month in September 2016 up by 78% to 7,500 new customers per month by the end of April 2017.

The 'Refer a friend' scheme gets more opt-ins than Firezza's email marketing scheme. Versus the cost of new customer acquisition on traditional channels, 'Refer a Friend' sales have a low cost of acquisition.

To track performance, Firezza runs a bulk export of the campaign data, to review the last week's redemptions and sales. The discount code may appear as a unique code on the front end for Firezza customers, however, Uniqodo can run multiple campaigns off a single discount promotion set up on in the eCommerce platform, with reporting data broken down by channel, customer type and source. This saves time for the marketing manager to monitor and review overall cost of sales.

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