

# Successful Rewards Campaign to boost Product Sales

## Drive Meaningful Customer Engagement

### Business Need

- Create meaningful customer engagements with consumers to boost sales when strict Covid restrictions were in place. Operator launched a reward-based campaign, resulting in a higher conversion rate and brand recall.

### The Solution

- Powered and designed by **Comviva's MobiLytx™ Rewards** within just two weeks during the Covid-19 lockdown, the operator launched the campaign for its FMCG enterprise client. The campaign offered numerous rewards and offers such as data packs and vouchers through web and IVR channels. The campaign was successfully executed without the need to employ any outside marketing agency with zero ATL ad spend.

### Benefits

<p><b>30%</b></p> <p>Faster sales target achievement.</p>	<p><b>1.6 Mn</b></p> <p>Consumer participation recorded</p>	<p><b>12%</b></p> <p>Conversion rate among activated consumers with zero ATL promotional spend</p>
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