



WITH

BOOZEBud

How BoozeBud drove more sales with Cashrewards

Australia's largest online-only alcohol retailer, BoozeBud saw a surge in sales, with a 629 per cent return on ad spend, with Cashrewards.

Challenge

When online alcohol retailer BoozeBud began working with Cashrewards their objectives were clear.

As the brand embarked on a busy year, it wanted to drive revenue and expand its customer base. "We had a 2021 business plan focused on growth," says BoozeBud Growth Marketing Manager Angus O'Connell.

Until then, BoozeBud's digital marketing had focused primarily on Facebook and Google – and O'Connell says the brand was thrilled and surprised by the success of its partnership with Cashrewards.

Cashrewards drove

\$1M+

of total sales

5000

new customers

629%

return on ad spend

"The results have really blown us away."

Angus O'Connell, BoozeBud Growth Marketing Manager



Solution

Cashrewards created a bespoke, multi-platform suite of campaigns for BoozeBud, all aimed at driving revenue and new customer acquisition.

The Cashrewards team supported BoozeBud's cashback campaigns with email marketing, solus emails, paid and organic social media and display advertising.

One campaign – Cashmas in July – involved a 30 per cent cashback promotion, as well as a bespoke new customer promotion code, and drove \$235k revenue in one day.

Another campaign involved sending a solus email to Cashrewards members who had never shopped with BoozeBud, but who had recently purchased within the food and liquor category.

"Cashrewards has an incredibly engaged base of customers who are really eCommerce savvy and are always looking for best-value deals. So, we see great results on the channel," says O'Connell.

Result

In total, Cashrewards delivered over \$1M+ in revenue for the eight months to August 31, 2021 and delivered 5000 new customers to BoozeBud.

The return on ad spend was 629 per cent, and O'Connell says that Cashrewards has also proved to be one of BoozeBud's "best-performing channels" in terms of cost per new customer, which was 10 per cent lower than forecast.

A key reason for the partnership's success was the agile and receptive approach from the Cashrewards team, says O'Connell.

"Cashrewards has been fantastic. The team was super responsive to our ideas – no matter how big or small – and they came to the table with some awesome initiatives of their own."

"Cashrewards was a very hands-on digital channel for us and super easy to work with. They've allowed us to test and optimise the channel to continue driving incremental efficiencies across the year," says O'Connell, who adds that BoozeBud plans to continue its relationship with Cashrewards.

"It's a channel that's definitely worth testing. We've achieved some fantastic results together, and I see the relationship with Cashrewards continuing into the future."



"It's a channel that's definitely worth testing."

"It's one of our best-performing channels in terms of customer acquisition cost"

"The team is absolutely fantastic. They've always been there to support us in meeting our targets."