



WITH

LANCÔME
PARIS

**“We saw significant
revenue uplifts”
Kahla Spooner, Lancôme.**

Sales and new customers soared when beauty brand Lancôme partnered with Cashrewards and performance marketing agency GrowthOps obtaining 51% of new customers.

Lancôme saw

23%

revenue during
Cyber Weekend

50%

increase
in revenue

87%

YoY growth
in number of
transactions
last quarter



Challenge

Cyber Weekend is a pivotal moment for many brands. Not only is it a huge revenue opportunity, but the discounts and offers can boost new customer acquisition.

Lancôme has worked with Cashrewards for years via its performance marketing agency GrowthOps. However, in a bid to supercharge sales over Cyber Weekend, the beauty brand launched its first Cashrewards Max campaign in Q4 2021.

Cashrewards Max is a premium Cashrewards membership programme, which is available exclusively for ANZ debit and credit card holders.

And the results? “Cashrewards was our top-performing affiliate partner over Cyber Weekend,” says GrowthOps’ account manager, Jenny Pham. “The campaign drove great results.”

Solution

Heading into the busiest period in the retail calendar, the objective of the Lancôme and Cashrewards campaign was simple: “To drive as much revenue as possible,” summarises Pham.

To achieve this, Cashrewards ran 14 campaigns throughout Q4 of 2021, including a Cashrewards Max campaign over Cyber Weekend.

As well as using a multi-channel approach to target shoppers, Cashrewards also engaged influencers to promote Lancôme’s ‘three-for-two’ Cyber Weekend offer.

As a result of the Cashrewards Max campaign, Lancôme saw a 23 per cent uplift in revenue during Cyber Weekend.

More broadly, throughout Q4, Lancôme saw a 50 per cent increase in revenue as a result of Cashrewards’ activity, a 87 per cent YoY growth on the number of transactions over the quarter, with 54 per cent of customers shopping with Lancôme for the first time.

In addition, Lancôme shoppers’ average order value (AOV) increased by almost 50 per cent year-on-year and active members soared to 99 per cent - a huge uplift compared to the same period the year before.

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“Cashrewards has been a pivotal partner,” says Kahla Spooner, Lancôme’s digital brand manager. “Through their premium placements, Lancôme has been able to deliver exceptional revenue outcomes.”

Spooner was especially pleased with the Cashrewards Max campaign, which achieved “significant revenue uplifts year-on-year” and adds that “this is something that we’re yet to see with other partners and why we continue to work with them”.

Pham says that one of the biggest benefits of working with Cashrewards is its highly engaged membership. “They have one million plus members on their database and they’re highly engaged, with most of their shopping starting from the Cashrewards website,” she explains. “I believe we were hitting the right audience because, compared to its competitors, I noticed that the conversion rate was much higher with Cashrewards.”

Furthermore, in Q2 2022, Cashrewards and GrowthOps delivered another record campaign for Lancôme, aligning with Lancôme’s Mayhem offer of 15% off when you spend \$100, 20% off when you spend \$250 and 30% off when you spend \$500. Cashrewards members received early and exclusive access and a cashback offer, making it a deal customers couldn’t miss.

Pham says, “A highly successful campaign to launch Lancôme’s Mayhem offer. In one day alone, 90% of Lancôme’s revenue was driven by Cashrewards”. The results were over 11,000% growth in revenue in one day, coupled with a 12,000% uplift in new Lancôme shoppers from the Cashrewards audience and a 36% increase in AOV.

In addition, Pham says that the Cashrewards team always goes the extra mile. “They’re really easy to work with, and they really care about the client’s performance and taking an approach that best aligns with the clients. I would highly recommend Cashrewards.”

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