

# Case study: Lowi — Turning happy customers into a scaleable sales channel

## Overview

Lowi, Vodafone Spain's sub-brand, built its reputation on customer satisfaction and flexibility — a perfect foundation for word-of-mouth growth. After an underwhelming experience with a previous provider, Lowi relaunched its referral program with Buyapowa in mid-2023.

## Challenge

Despite having a loyal customer base, Lowi lacked a referral platform with clear data visibility, program flexibility, and support from a team that understood the Spanish telco market.

## Solution

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## Result

- ✓ Implemented a targeted referral booster in April 2024, rewarding multiple referrals with extra data and prize incentives.
- ✓ Gained deeper insight into referral behaviors, allowing smarter, faster optimizations.
- ✓ Built a referral channel that feels authentic and on-brand — driving growth while maintaining trust.

30

NEW CUSTOMERS PER  
REFERRER

Lowi's top advocates have brought in over 30 new customers each.

44%

CONVERSION  
RATE

44% of referred-in friends become new Lowi customers.

25k

REGISTRATIONS PER  
MONTH

The Lowi referral program sees an average of 25,000 customer registrations per month.

## “Transformation”

“Buyapowa helped us turn our referral program into a high-impact, insight-driven growth channel.”

**Felipe Miranda González**  
Specialist Marketing and GTM