

Case study: VOXI – Driving Youth Market Growth Through Peer Referrals

Overview

VOXI, Vodafone’s youth-focused sub-brand, launched in 2017 with a mission to offer flexibility and freedom — including unlimited social media usage that doesn’t count against data allowances. With a product loved by its target audience and numerous awards under its belt, VOXI recognised that peer-to-peer advocacy was the perfect fit for its growth strategy.

Challenge

For a brand targeting a generation that distrusts traditional advertising, word of mouth was critical. VOXI needed a mobile-first, fully on-brand referral solution that seamlessly integrated into their customer journey. It also required advanced fraud prevention, custom reward controls, and the ability to adapt quickly to changing consumer behaviour — all while delivering a frictionless experience.

Solution

Buyapowa’s platform provided VOXI with the flexibility, scalability and control it needed. The program integrated natively with VOXI’s mobile and web journeys, enabling customers to share via any installed app — from WhatsApp to Snapchat. With advanced referral authentication, fraud detection, and tiered incentives based on customer value, VOXI was able to maintain reward integrity and maximise ROI. Through the Buyapowa API, VOXI pre-enrolled existing customers, boosting participation and driving repeated referrals. The partnership also ensured VOXI stayed at the forefront of referral innovation, with continued access to the latest platform features and strategic support.

Results

- ✓ Achieved over **423% ROI** in 2021 alone
- ✓ Delivered a steady stream of high-value customers at a competitive CPA
- ✓ Across five years, acquired **1 new customer for every 5 registrants**
- ✓ Created a scalable, sustainable program aligned to evolving consumer behaviours

130k

WEBSITE VISITORS

In 2021 alone, the programme has driven more than 130k new visitors to the VOXI website.

2+

FRIEND VISITS PER REFERRER

Over the course of that same year (2021), every sharing referrer drove more than two visits from friends to the VOXI website.

25%

CONVERSION RATE

A quarter of all referred-in friends became new VOXI customers during the calendar year of 2021.

“Key role”

“Our referral program has played a key role in turning the high customer satisfaction of our VOXI customers into a valuable customer acquisition channel right from day one.”

Marek Sumjaci
E-Commerce Manager