



# ABOUT VIRTUO

Since 2016, Virtuo has been on a mission to free cities from personal cars by providing an unparalleled car on-demand experience that makes owning a car in the city completely redundant.

With the option to pick up a car or have it delivered at home, users book & unlock their pristine car all through the Virtuo app without queues, paperwork or hassle.

Whether you need a car for 1 day or 90, enjoy all the freedom of driving without the burdens of owning a car on you, our cities, and the planet.



Convenience reigns with features like delivery, 24/7 access to stations, and around-the-clock customer support, setting Virtuo apart as a leader in modern car rental. Their success has already seen them earn the esteemed G20 Innovation League Award in the Smart Cities & Mobility category in 2023.

In 2021, with their business growing rapidly as they entered new international markets, Virtuo realized that a refer-a-friend program would be ideal to further accelerate their already impressive natural growth.

## OPPORTUNITY

Virtuo recognized that creating a thriving community of advocates could be a game-changer in influencing adoption, especially among their tech-savvy audience. However, they faced a challenge; their in-house built referral program couldn't keep up with their growth.

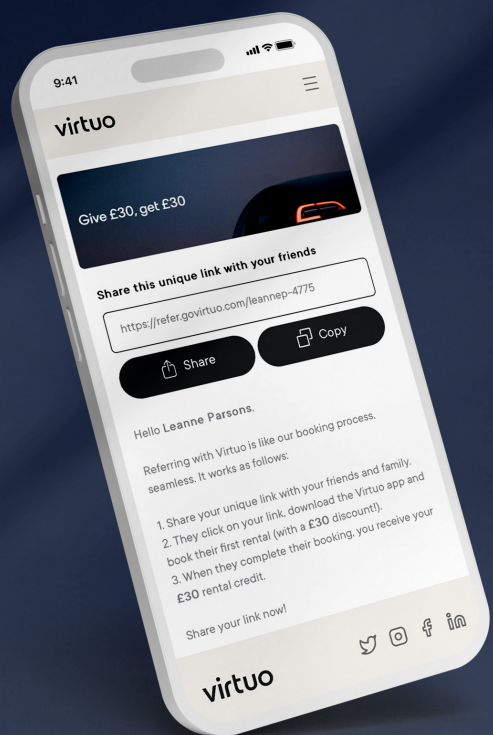
Unfortunately, their in-house program had significant limitations requiring substantial manual effort from the Virtuo team to manage and maintain, making it operationally cumbersome. Most crucially, it was underperforming, failing to deliver the desired level of results.

Seeing the limitations of their existing solution, Virtuo decided to outsource to a leading external reward platform to free up their internal resources to focus on growing the business. In addition, this would offer access to advanced features like data analytics, diverse reward options, and gamification. And with optimizations, based on real-time customer behavior, taken care of by the

platform, their program would remain up-to-date without needing the team to expend additional time and effort.

Understanding the enormous potential of word-of-mouth marketing, the brand needed a solution and a partner who could fully deliver that. And, as Virtuo planned for referral to be a key part of their acquisition strategy, a white label, fully automated, and enterprise-level reward platform was required that could not only seamlessly handle the end-to-end journey but could offer a large reward catalog to maximize referrer satisfaction. But apart from top-class software, the brand also wanted access to best-in-practice advice from referral and reward marketing experts to help optimize their program continually.

## SOLUTION



After an extensive market review, the Virtuo team found that only Buyapowa's automated reward marketing platform could fully address all their requirements and challenges. Buyapowa offered a comprehensive end-to-end solution, aligning perfectly with Virtuo's brand identity and seamlessly integrating into their customer journey. Unlike a rigid, one-size-fits-all approach, Buyapowa could finetune the Virtuo program to ensure the journey, design, and rewards resonated with their audience. Also, with laborious manual tasks like fraud prevention and reward payout completely automated, the Virtuo team could redirect their focus to other strategic aspects of their program.

Virtuo's presence spans five diverse linguistic markets, and it was paramount that the chosen platform could accommodate each of these. Thankfully, Buyapowa could not only accommodate these languages but also offer support from in-house experts in multiple languages, helping to tailor the program to ensure that every customer touchpoint felt native and personal.

A key limitation of Virtuo's previous in-house program was the absence of in-app referrals, a severe limitation for a mobile-first business. Crucially, Buyapowa's solution enabled in-app referrals with a streamlined process, making it effortless for users to refer friends while engaging with the Virtuo app.

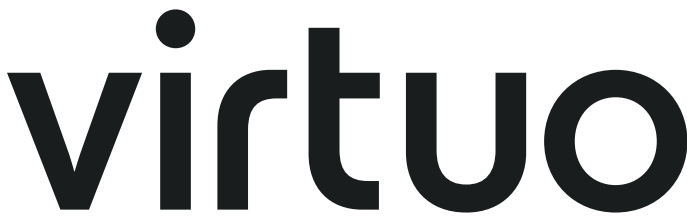
# BUYAPOWA RESULTS

The transition from Virtuo’s in-house referral program to Buyapowa’s best-in-class solution has yielded remarkable results.

With Buyapowa’s platform in place, Virtuo was equipped with advanced analytics, reporting capabilities, and referral experts at hand, allowing for in-depth performance analysis. By collaborating closely with Buyapowa’s customer success team, Virtuo gained valuable insights and made data-driven decisions to enhance the referral program. The journey for members and their referred friends was made even more transparent and user-friendly, increasing the engagement over its two years of operation.

The referral program’s return on investment has been substantial, surpassing all expectations; with the program generating a steady stream of high-value customers at a highly competitive CPA.

“Our partnership with Buyapowa has been transformative. We recognized the power of advocacy but struggled with our in-house program’s limitations. Buyapowa’s platform offered the solution we needed, with in-app referrals and the ability to support a multilingual customer base allowing us to scale referrals as our business grows. Buyapowa offers the ability to really customize the discount and reward that suits our needs. Buyapowa has proven to be the right choice, delivering outstanding results.”



**Clément Dard**  
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