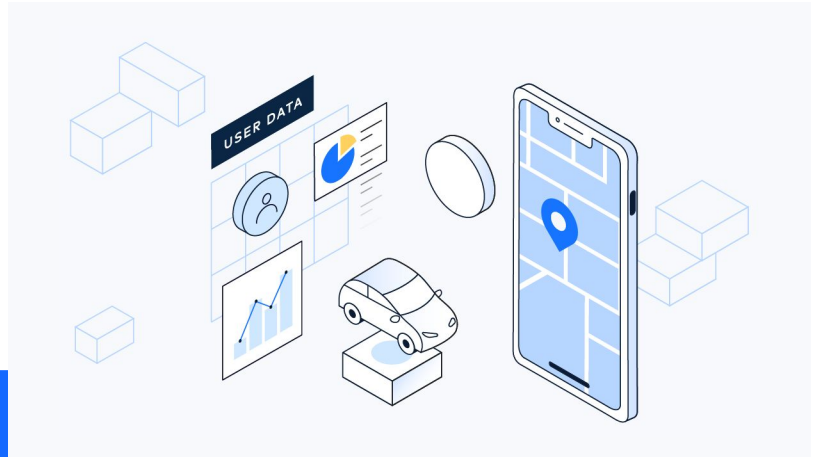


## CUSTOMER SUCCESS STORY

# WeShare Increase Referrals by 53% with Talon.One

**INDUSTRY**

Mobility

**BUSINESS TYPE**

Car-Sharing

**INTEGRATED IN**

6 Weeks

**YEAR FOUNDED**

2019

**LOCATION**

Germany

**PROMOTIONS USED**

- Coupons
- Discounts
- Referrals
- Geofencing

**OVERVIEW**

WeShare's growth team found the limited capability of their old promotion software restrictive. Analytics were basic and campaigns couldn't be differentiated by user. Now with Talon.One, WeShare can do everything they couldn't before.

# Challenge



WeShare's team had already decided they wanted to use promotions to grow. But their existing third-party promotions infrastructure couldn't provide the functionality their marketing team needed to build the types of promotions they were coming up with, which caused a lot of frustration. Rudimentary data & analytics capabilities and a lack of campaign options meant WeShare couldn't reach the potential new customers they wanted to either. WeShare's market was also severely reduced by the COVID-19 pandemic, so a creative promotions solution was needed more than ever.

## WESHARE NEEDED A SOLUTION THAT

- 1 Had extensive customization & personalization possibilities
- 2 Supported monitoring and editing of live campaigns
- 3 Was intuitive and easy to use for the marketing team
- 4 Allowed teams to shift their priorities on-the-fly



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“We now have the resources to implement more creative promotion ideas and push for sustainable growth”

**Karuan Aswad**

Business Development

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## Their Old System

Before using Talon.One, WeShare used a third-party promotions tool which supported basic campaign types only. To run a new campaign, the team had to upload a .csv file containing individual promotion codes with their parameters.

Once the campaign was up and running, they only had limited editing options. There was also no simple way to monitor the successful redemptions or review live or historic campaign data, which limited optimization.

### DRAWBACKS OF THE OLD SYSTEM

- 1 Convoluted, archaic setup processes
- 2 Difficult to monitor their live campaigns
- 3 No way to differentiate between customer segments
- 4 Little in the way of fraud prevention measures

## The Solution

Talon.One's Promotion Engine allowed WeShare to set up and run campaigns which would have been impossible with their old system. The ability to create unique codes, set various budget limits and add

complex rules to geofences was a game changer. Not only did this give them much greater flexibility, the team also found Talon.One's Campaign Manager much easier to use.

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## Results

In the first three months after integration, the Promotion Engine drove a 420% increase in promotion redemptions. It also increased the number of referrals by 53%. These figures represent

a massive improvement over the old system. WeShare plans to set up new campaigns which make use of the Promotion Engine's more complex features going forward.

### NOW WESHARE HAVE

- 1 53% more customer referrals than with their old system
- 2 Increased usership despite the unprecedented lockdown
- 3 Additional time and resources to invest in their product
- 4 Improved KPI metrics for their two main campaign types



## The World's Most Powerful Promotion Engine

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