

*StudentBeans*

**VIEW OUR CASE STUDIES TO UNDERSTAND  
WHAT WE CAN DO FOR YOUR BRAND**



# Introduction

Over the past 15 years, since Student Beans was launched, we've had the privilege of being part of the amazing success stories of some of the fastest-growing global brands. We've brought together a selection of those stories here, as a way to share advice and insights on how student marketing has played an important role in each brand's journey.

The case studies compiled here represent four unique tales of how Student Beans was able to connect brands across four very different sectors with the valuable student demographic. Read on to find out how Gymshark led the Gen Z fitness trend to become students' athleisure brand of choice, and how e.l.f Cosmetics secured brand loyalty from students by offering an exclusive discount. You'll hear the story of how Home Chef embraced the younger consumer to achieve ambitious growth goals, and how OnePlus challenged established smartphone brands with a global student marketing initiative.

Whether you're looking for tips to maximize the success of your existing student loyalty program, or powerful stats to demonstrate how student marketing can be a game-changer for your brand, these case studies will be an essential resource.



# Case Study with **Gymshark**



Case study by  
**StudentBeans**

## **GYMSHARK**

Since its launch in 2012 by British student entrepreneur Ben Francis, Gymshark has become one of the fastest-growing youth brands, synonymous with the athleisure trend. In 2017, they looked ahead at their three year expansion plan and realized that students were essential in order for them to achieve their goals, which included an ambitious revenue target.

As a business already thriving with the Millennial and Gen Z demographic, Gymshark was aware that health and fitness is a passion for young consumers and a brand category that attracts a large portion of their annual spending. Therefore, tapping into tight-knit student communities through a mix of digital and physical marketing activities would be their key to success. The business was already known for its relationships with the biggest health and fitness influencers, and its pop-up shopping events with lines around the block.

The challenge they were facing was how to bring the marketing activities that were already working well within the online fitness community to students, the group they'd identified as their primary target market. They were looking for a strategy that would enable them to grow their student customer base and increase engagement and repeat purchases from their existing consumers. How could they make their Gymshark-branded apparel ubiquitous on college campuses around the world?

### Summary

#### **Challenge**

- Gymshark knew students would be key to their ambitious growth plans.
- They needed a strategy to raise brand awareness and drive repeat purchases.

#### **Solution**

- Our Connect technology verifies students within Gymshark's site.
- Gymshark launches gain wider reach thanks to our student marketing support.
- Our student campaigns introduce Gymshark to new customers throughout the year.

#### **Result**

- Student revenue grew 142% year-on-year as of March 2020.
- The number of discount codes generated increased by 93% in the same period.



**Gymshark saw an increase in student revenue (141%), sales (121%) and discount codes generated (104%) in March compared to the previous month**

## **Solution**

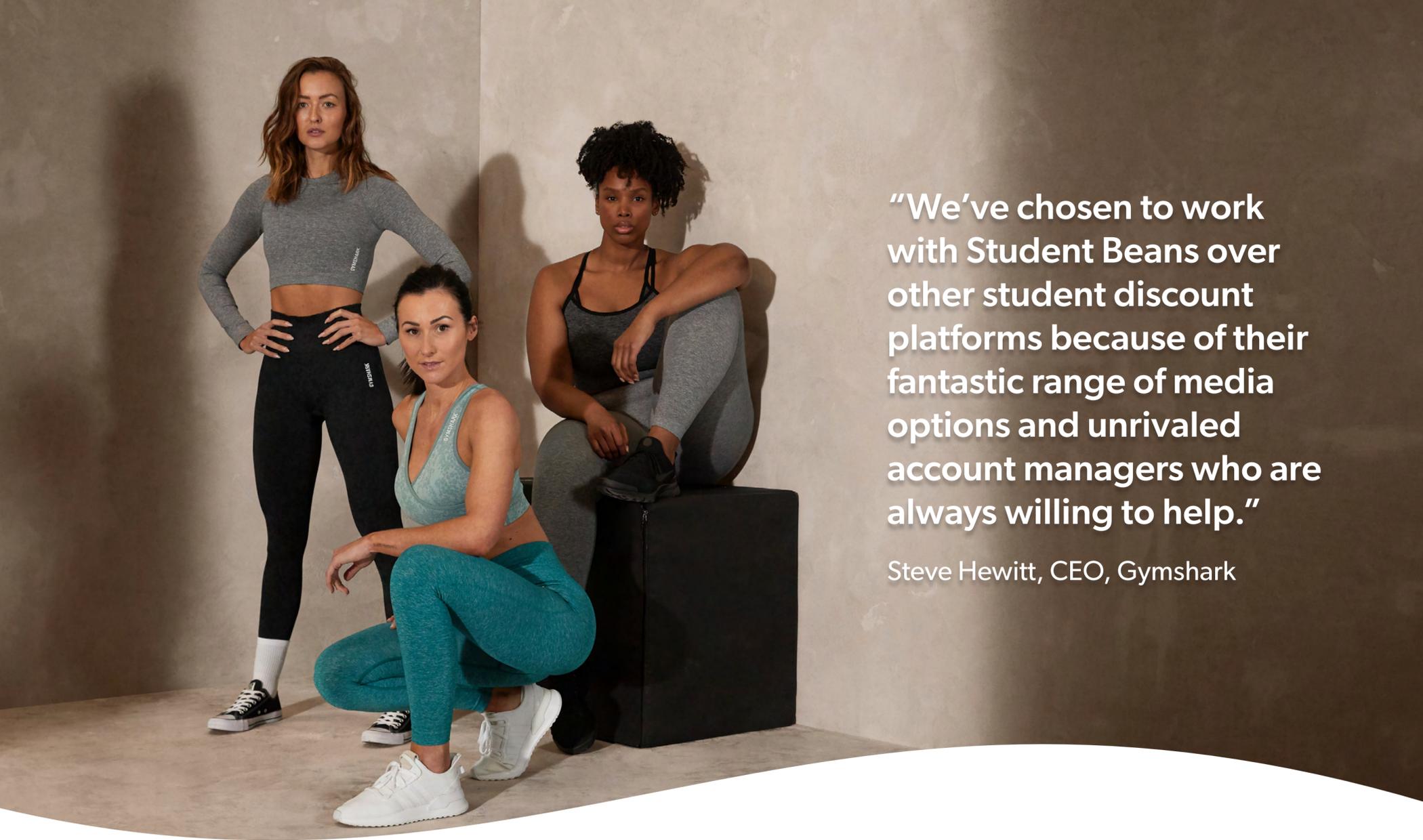
After reviewing the student marketing opportunities available, Gymshark chose Student Beans to exclusively power their student loyalty program and achieve their goal of worldwide campus domination. By partnering with us, Gymshark gained full access to our range of brand solutions, including our secure student verification technology, our team of in-house student marketing advisors, and our powerful global student reach.

To launch their student program, Gymshark integrated our Connect technology into their site and we went live with their standard 10% discount, applicable on all online purchases. This enables them to boost conversion rates with students, who can verify their student status and redeem their discount without leaving the Gymshark site. Their student offer is promoted via a homepage tile and footer link on their website. The discount is also featured on the Student Beans site, and the brand features regularly across touchpoints such as our social media channels, email newsletter, and push notifications, raising brand awareness with the target audience.

Each time Gymshark kicks off a new marketing campaign or product launch, Student Beans is there to support them. For example, in March 2020, Gymshark held a week-long online event called The Sale for Absolutely No Reason. We supported the campaign with a targeted solus email to our US database on launch day, followed by a push notification from our Student Beans app later in the week. The campaign was a hit with our users, and Gymshark saw an increase in student revenue (141%), sales (121%) and discount codes generated (104%) in March compared to the previous month.

Not only are we always on hand to support Gymshark's marketing activities, but we also invite them to be part of our own student marketing campaigns throughout the year. Our biggest annual event takes place each fall, which to us represents Back to School season. In 2019, Gymshark secured their presence across the campaign with a range of media placements, including a homepage takeover, carousel feature, solus email, and app push notification. This resulted in a 112% increase in codes and a 70% increase in revenue compared to the previous week.

Find out more about our **Student Verification**, **Student Marketing** and **Student Research** today.



“We’ve chosen to work with Student Beans over other student discount platforms because of their fantastic range of media options and unrivaled account managers who are always willing to help.”

Steve Hewitt, CEO, Gymshark

## Result

Three years on from our initial conversation with Gymshark, they have undoubtedly achieved their goal of dominating the student athleisure market. Through our partnership, the now globally-renowned brand is generating incredible year-on-year growth. For example, between March 2019 and March 2020, the number of discount codes being generated per month increased by 93%, while revenue saw an even greater increase of 142% compared to the same time last year.

Gymshark’s partnership with Student Beans demonstrates how a brand on the rise can accelerate its growth and secure its place in a valuable consumer market by utilizing our full range of powerful student marketing solutions. The combination of student verification with highly engaging targeted campaigns led both by Student Beans and Gymshark has enabled the brand to meet ambitious revenue goals. Together, we have worked to raise brand awareness, optimize conversion rates, and connect young consumers with products that align perfectly with the fit and fashion-forward Gen Z lifestyle.

**Gymshark saw a year-on-year student revenue uplift of 142% between March 2019 and March 2020**

Find out more about our [\*\*Student Verification\*\*](#), [\*\*Student Marketing\*\*](#) and [\*\*Student Research\*\*](#) today.

# Case Study with e.l.f Cosmetics



Case study by  
**StudentBeans**

## e.l.f.

In 2018, e.l.f Cosmetics was the talk of the beauty industry. Over the previous three years, they had doubled sales to \$270 million, and the company had recently gone public. They had experienced unprecedented growth for an online cosmetics business, and they weren't about to stop there.

### e.l.f Cosmetics had doubled revenue over three years to \$270 million

e.l.f's founders Alan and Joey Shamah took inspiration from the fast fashion model to launch a brand new take on beauty retail. They understood that in order to capture the young, stylish demographic that made up the fast fashion consumer base, they needed to emulate its key advantages. This means producing the products young consumers want at a fast pace to meet demand, and an affordable price to achieve mass market appeal. Similar to fast fashion, their products are inspired by the high end items beauty lovers lust after, recreated for shoppers on a budget. The business also appeals to Gen Z's ethical values with a 100% vegan and cruelty-free pledge.

#### Summary

##### Challenge

- e.l.f Cosmetics had doubled revenue over three years to \$270 million.
- They needed an edge over competitors as the online beauty industry expanded.

##### Solution

- e.l.f integrated our student verification technology and promoted their offer on-site.
- A boosted discount created extra buzz around the launch of their student program.
- They capitalized on student media opportunities during Cyber Week.

##### Result

- Website header promotion drove a 197% uplift in monthly revenue.
- Cyber Week activities delivered a 113% increase in sales.



Following their fast rise to the top of the beauty business, e.l.f faced a new challenge: How would they ensure that their fast growth rate continued and that customers would not defect to the increasing number of competitors who were now emulating their successful business model? Since their brand was already resonating so well with the Millennial and Gen Z audience, it was natural that the student market came to mind. Combined with their commitment to keeping their products affordable for young consumers, launching a student discount program was the clear answer.

## **Solution**

As of August 2018, e.l.f Cosmetics had highlighted US college students as a crucial target market and decided that offering a student discount would be the key to securing the loyal custom of this valuable consumer group. They came to us at Student Beans to take advantage of our powerful combination of student verification technology and marketing reach, which together enable our brand partners to retain and attract new student customers.

We worked with e.l.f to quickly get their discount live on both our website and theirs. We provided them with access to our student verification solution, which enables customers to prove their student status and redeem their discount without leaving the retailer's site. To raise awareness of the new student offer, e.l.f added a link in their website's header which directed students to more information on the discount and how to access it.

**A boosted discount results in up to  
5x uplift in discount codes  
generated and student revenue**

e.l.f chose to offer a standard, year-round student discount of 15%, and upped this to 20% to celebrate the launch of their new student loyalty program in September 2018. Typically, a boosted discount results in up to 5x uplift in discount codes generated and student revenue, so launching with a larger discount is an effective way to ensure news of the new offer goes viral among the student community.

Find out more about our **Student Verification**, **Student Marketing** and **Student Research** today.

Once their student discount was up and running, it was promoted throughout the year across both e.l.f and Student Beans marketing channels. In November 2018, e.l.f seized the opportunity to take part in our Cyber Week activities, securing media placements including features in our weekly newsletter and on-site carousel. This put the brand front of mind during one of the year's most important shopping events, when students are purchasing gifts for friends and family, putting together their holiday wishlists, and picking up some treats for themselves along the way.

Also during Black Friday and Cyber Week, we worked with e.l.f to run a paid social campaign over five days during that crucial student spending period. This helped raise awareness of their student discount to a targeted group of consumers, serving as a well-timed reminder of the brand to beauty fans, and driving impulse buys.

## Result

A combination of cross-channel promotion and timely, targeted student marketing campaigns has ensured the success of e.l.f Cosmetics' student discount program from the start. Placing a link to their discount in their website header following the launch of our partnership had a substantial impact on sales, with a 197% increase in revenue compared to the previous month. This prominent placement served as a reminder to students already aware of the offer and caught the eye of those considering making a purchase, boosting conversion rate, and inspiring more impulse buys.



Website header promotion drove a

# 197%

uplift in monthly revenue



Features in our newsletter and website carousel during Cyber Week delivered a

# 113.17%

increase in sales

Find out more about our [Student Verification](#), [Student Marketing](#) and [Student Research](#) today.



“Students are one of the key demographics for e.l.f. Student Beans is a great partner that helps us verifying students for unique offers as part of our loyalty program. We look forward to building on the early success of the program with Student Beans.”

Director of Digital Media, e.l.f Cosmetics

e.l.f.’s participation in Student Beans marketing activities also resulted in impressive stats. For example, their features in our newsletter and website carousel during Cyber Week delivered a 113% increase in sales from the week prior, accompanied by a dramatic rise in conversion rate from code redemption to purchase. Taking part in these campaigns helps to keep brands like e.l.f front of mind with consumers at a time when they are making key spending decisions.

### **targeting students with a special offer that demonstrates how much this consumer group is valued is what sets them apart from competitors**

As a brand that was already a favorite among young beauty consumers, e.l.f entered its partnership with Student Beans with a goal to secure its place in the hearts of college students, and it has clearly succeeded. e.l.f recognized that focusing on the youth demographic as a whole was not enough, and targeting students with a special offer that demonstrates how much this consumer group is valued is what sets them apart from competitors in the health and beauty space.

Find out more about our **Student Verification**, **Student Marketing** and **Student Research** today.

# Case Study with **Home Chef**



Case study by  
**StudentBeans**



Home Chef is one of America's leading meal kit companies, which last year delivered over 10 million meals and expanded delivery to cover more than 97% of the US population. Back in 2018, the business was turning five years old and was building a growth strategy that would turn Home Chef into a household name. The brand had initially taken off with an older demographic, and the team realized that broadening their audience would be crucial to achieving their ambitious next steps.

## **Home Chef realized broadening their audience would be crucial to achieving their ambitious next steps**

Home Chef's mission is to encourage more people to get into cooking at home by making it more accessible and affordable. They focus on simplicity, providing the ingredients for meals that are easy to make and appeal to broad tastes, as opposed to the more gourmet alternatives offered by some competitors. This ethos is a perfect fit for the student market, as many students are arriving at college with little experience of cooking. A desire to eat healthily, reduce waste, and save money has created demand among students for what Home Chef can offer.

### **Challenge**

- Home Chef was already successful with an older demographic.
- They wanted to engage students without sacrificing their existing consumer base.

### **Solution**

- Using our technology they gave verified students access to an exclusive discount.
- They experimented with a variety of introductory offers to improve conversion rate.
- They targeted new students by participating in our Back to School campaign.

### **Result**

- The Back to School campaign drove a 65% increase in discount codes generated.
- The business has become the third fastest growing private company in the US.



Once Home Chef decided that not just young people, but students specifically, would be their next target market, they set about reassessing their marketing plan. Their existing strategy had succeeded with the older generations, but the business wasn't geared towards the younger demographic they now wanted to engage. Therefore, they faced a challenge: How could they attract this new audience without sacrificing the market they'd already captured? How could they convey to students that Home Chef was the solution to their own challenge of eating healthily and affordably? This is where Student Beans stepped in.

## Solution

In February 2018, Home Chef launched its student loyalty program, powered by Student Beans. They integrated our verification technology into their website, enabling customers to confirm their student status and collect a unique discount code to be applied at checkout. This protects the security of the student program, as it ensures that only verified students can access the discount and prevents code leakage.

Home Chef's discount is promoted in the footer of every page of their website, which serves to raise awareness and improve conversion rate among students, whether they are simply browsing the site or specifically searching for Home Chef deals. The discount is also featured on our Student Beans site, creating opportunities for new customers to discover the brand, and for those already aware of Home Chef to hear about the student program.



Raise  
awareness



Improve  
conversion rate  
among students

Find out more about our **Student Verification**, **Student Marketing** and **Student Research** today.

Home Chef launched with an initial offer of 20% off the customer's first meal kit order, and later increased this to 50% as a strategy to incentivize students to give the service a try. They also experimented with a boost to 55% off in February 2019, which drove a 27% increase in sales for that period. This approach is ideal for a brand that offers a relatively new concept and aims to create new behaviors among its target audience, as a higher introductory price point could be considered too risky for cautious young consumers. If the customer has a positive experience with their first order and wants to integrate the service into their daily lives, they are more likely to become loyal brand advocates, often remaining subscribed to the service for years.

### Home Chef experimented with a boosted 55% discount, which drove a 27% increase in sales

Home Chef has also taken advantage of many of Student Beans' student marketing opportunities since our partnership launched. They participated in our 2019 Back to School campaign, which targeted new starters and those returning to college in fall 2019, recognizing that this is a great time of year for students to initiate new habits, such as home cooking. They increased their discount to \$60 off the first meal kit during the campaign period. They secured media placements including a dedicated solus email to our US database, and they offered a gift card prize as part of our offline activities, a tour of college campuses.

### Result

Home Chef's partnership with Student Beans has proven that the student demographic is indeed a perfect fit for the brand's innovative product. The discount program has been successful in introducing the concept to a relevant new audience and convincing students intrigued by the idea to go ahead and give it a try. By experimenting with a variety of approaches to discounting, the brand was able to confidently settle on a standard student pricing strategy, with the flexibility to vary the offer throughout the year in line with the student calendar.



Find out more about our [\*\*Student Verification\*\*](#), [\*\*Student Marketing\*\*](#) and [\*\*Student Research\*\*](#) today.



“Our core focus is working professionals and we didn’t believe we had a market with the student demographic. Student Beans proved us wrong.”

Business Development Manager,  
Home Chef

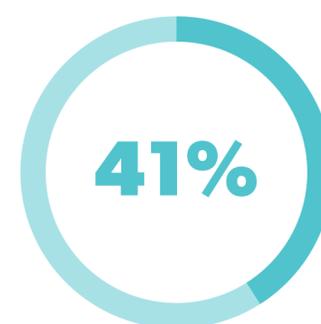
Taking part in Student Beans campaigns such as our Back to School activities has helped to put Home Chef front of mind at a crucial time in students’ lives, when they are making purchasing decisions in new brand categories for the first time and experimenting with new lifestyles and identities as they kickstart their college experience. As a result of their involvement in the 2019 Back to School campaign, Home Chef saw a 65% increase in discount codes generated compared to the previous two weeks, a 41% uplift in sales from the previous month, and a 20.5% increase in orders.

For Home Chef, engaging the student market has played a significant role in their continued growth. Just six months after launching our partnership, the business was named the third fastest growing private company in the US, according to the Inc. 5000, and that same year it was acquired by leading grocery store chain, Kroger. As Home Chef revolutionizes meal time in homes across the country, Student Beans is proud to be part of its exciting journey.

As a result of the 2019 Back to School campaign, Home Chef saw:



increase in discount codes generated



uplift in sales



increase in orders

Find out more about our [Student Verification](#), [Student Marketing](#) and [Student Research](#) today.

# Case Study with **OnePlus**



Case study by  
**StudentBeans**



Since the launch of their first product in 2014, OnePlus have become one of the world's fastest growing technology companies. They caught attention immediately in their home country of China with their affordable yet high quality alternative to the most popular smartphones on the market, and demand was so high that phones were at first available by invitation only. Six years later, they've now established themselves as a strong competitor to industry leaders Apple, Google, and Samsung.

OnePlus followed the ecommerce model, with phones initially available exclusively through online sales, and their success quickly expanded across Asia, Europe, and the US. In the US, they saw an incredible 152% year-on-year growth as of 2019, and in Q2 that year became the fastest growing smartphone brand in the country. They're also beginning to expand their product range, with recent additions to their roster including wireless chargers, earphones, and even smart TVs.

**152%**  
year-on-year  
growth

Fastest growing  
smartphone  
brand in the US

## Summary

### Challenge

- OnePlus is the fastest growing smartphone manufacturer in the US.
- Their global growth strategy relied on becoming the brand of choice for students.

### Solution

- They launched their student loyalty program in 19 countries.
- Their student discount is promoted within their online Education Store.
- We support each of their product launches with a student marketing campaign.

### Result

- The OnePlus 7 Pro launch saw a 520% increase in discount codes generated.
- The same campaign generated a 710% uplift in student revenue.



**OnePlus' student loyalty program has grown to encompass 19 different countries**

As the brand pulled together its international growth strategy, they recognized that a targeted approach would be needed to win over the tech-savvy youth demographic. Their research had found that students typically buy a new cell phone every 12-24 months, which meant that they needed to offer something special for this consumer group in order to gain an edge over their more established competitors, and ensure that their devices would be the product of choice. They were also looking for a student marketing solution which would suit their global goals, rather than focusing on one territory at a time.

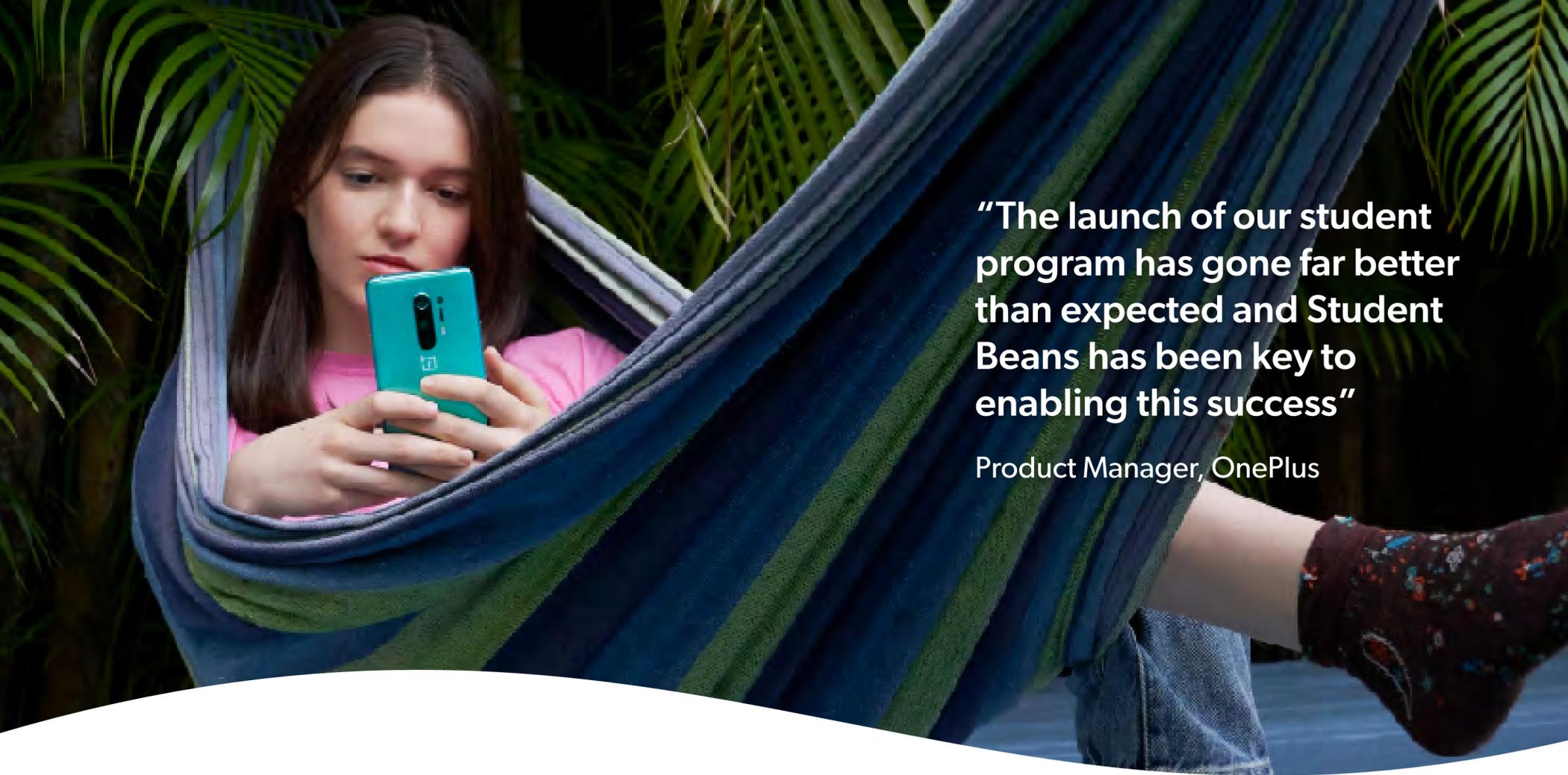
## **Solution**

In order to achieve their ambitious goals of rapid international expansion and capitalize on the valuable student market, OnePlus decided that they needed to work with a student marketing partner that could connect them with students worldwide. In September 2017, they launched their partnership with Student Beans, and their student loyalty program has since grown to encompass 19 different countries.

Through their partnership with Student Beans, OnePlus is able to offer a discount of up to 10% exclusively to students, which represents a significant saving for students on a high-value product. By integrating our verification technology into their website, they ensure that customers using the discount are genuine students before they can access a discount code. To raise awareness of the offer and boost conversion rates among students visiting their website, they promote their Student Beans partnership within their Education Store, which showcases products targeted to students' needs. The discount is also promoted in OnePlus's newsletters and coupon reminder emails.

Not only are OnePlus using our verification technology to increase student sales, but they've also taken advantage of our range of media and marketing opportunities to grow reach among their target audience. OnePlus focus their year around two major product launches, which in 2019 took place in May and October. For example, when they released their OnePlus 7 Pro smartphone in May 2019, we spread the word to students in the US with a bespoke media campaign, including a homepage takeover with carousel and promo box features across our site.

Find out more about our **Student Verification**, **Student Marketing** and **Student Research** today.



**“The launch of our student program has gone far better than expected and Student Beans has been key to enabling this success”**

Product Manager, OnePlus

## **Result**

OnePlus’s partnership with Student Beans has enabled the smartphone brand to put their products front of mind with the student demographic, with a particular focus on driving sales around new product launches. The campaign we ran to celebrate their 2019 launch of the OnePlus 7 Pro device generated an incredible 520% increase in discount codes generated and 710% uplift in student revenue, compared to the previous month. The success of our partnership so far has meant that securing media placements with Student Beans has become a vital part of each new product launch for OnePlus.

As of 2020, OnePlus had established itself as a leader in the tech and mobile industry, and it has a legion of loyal fans eagerly awaiting each new product release. Their student program has played a key role in generating this brand loyalty among this particular demographic, who believe that brands who offer special discounts for students care more about them and value their custom. OnePlus’ reputation for products that are affordable yet high quality and stylish tick all the boxes on a youth consumer’s smartphone shopping checklist. As OnePlus continues their worldwide growth journey, they can be confident that their student customers will stick by them as they continue to satisfy those needs.



Find out more about our **Student Verification**, **Student Marketing** and **Student Research** today.

# About Student Beans

As the world's leading student loyalty network, we connect brands with the new generation of consumers. Our mission is to empower students to thrive.

## Brand Solutions

We bring together student verification technology, student marketing solutions, and student research to help brands better attract, convert, and retain more 18- to 24-year-old customers.

## Student Verification

Our award-winning student verification technology enables brands to run their own gated student offer programs.

## Student Marketing

Our market-leading student marketing solutions enable brands to reach and engage a global youth audience.

## Student Research

Our unique access to students enables us to identify key trends and empower brands to better engage with Gen Z.

## Our Story

Student Beans was founded in 2005 in Birmingham, UK, by James and Michael Eder. As young university graduates themselves, the brothers saw a gap in the market for a digital student loyalty platform that would give students exclusive discounts on the brands they love, and connect retailers to this key consumer demographic.

Quickly becoming a part of everyday student life, Student Beans revolutionized the concept of the student ID for the digital age. We launched our award-winning verification technology, enabling brands to ensure their student discounts are only available to verified students. Today, we partner with thousands of the world's biggest brands across fashion, technology, food, entertainment, and more, and power a global network of students in over 100 countries.



Find out more about our Student Verification, Student Marketing and Student Research today.