

# Cyber Week Campaign Success Stories

Take a look at last year's hall of fame. Student Beans worked with these brands to grow their student engagement around Cyber Week, turning them into household names among Gen Z.



As a sports nutrition brand, health-conscious students are a key demographic for Myprotein. They selected Cyber Week as an optimal time to work with Student Beans. Our targeted approach put MyProtein where it mattered most - directly in front of the student audience, through newsletters, social and hub placements. Together, we succeeded in boosting Myprotein's year-on-year Cyber Week revenue by 331%.

**156%**

surge in weekly revenue for Cyber Week

**331%**

growth in revenue from 2018 to 2019



Gymshark continues to dominate campuses across the world - and their annual Blackout event is their biggest shopping event of the year. They enlisted Student Beans to ensure their Gen Z consumers were ready to spend. By occupying our coveted premium web placements and utilising our push notifications and targeted emails, their revenue grew by over 400% compared to the same time last month.

**557%**

more codes generated in Cyber Week than previous month

**416%**

uplift in revenue from previous month

# MISSGUIDED

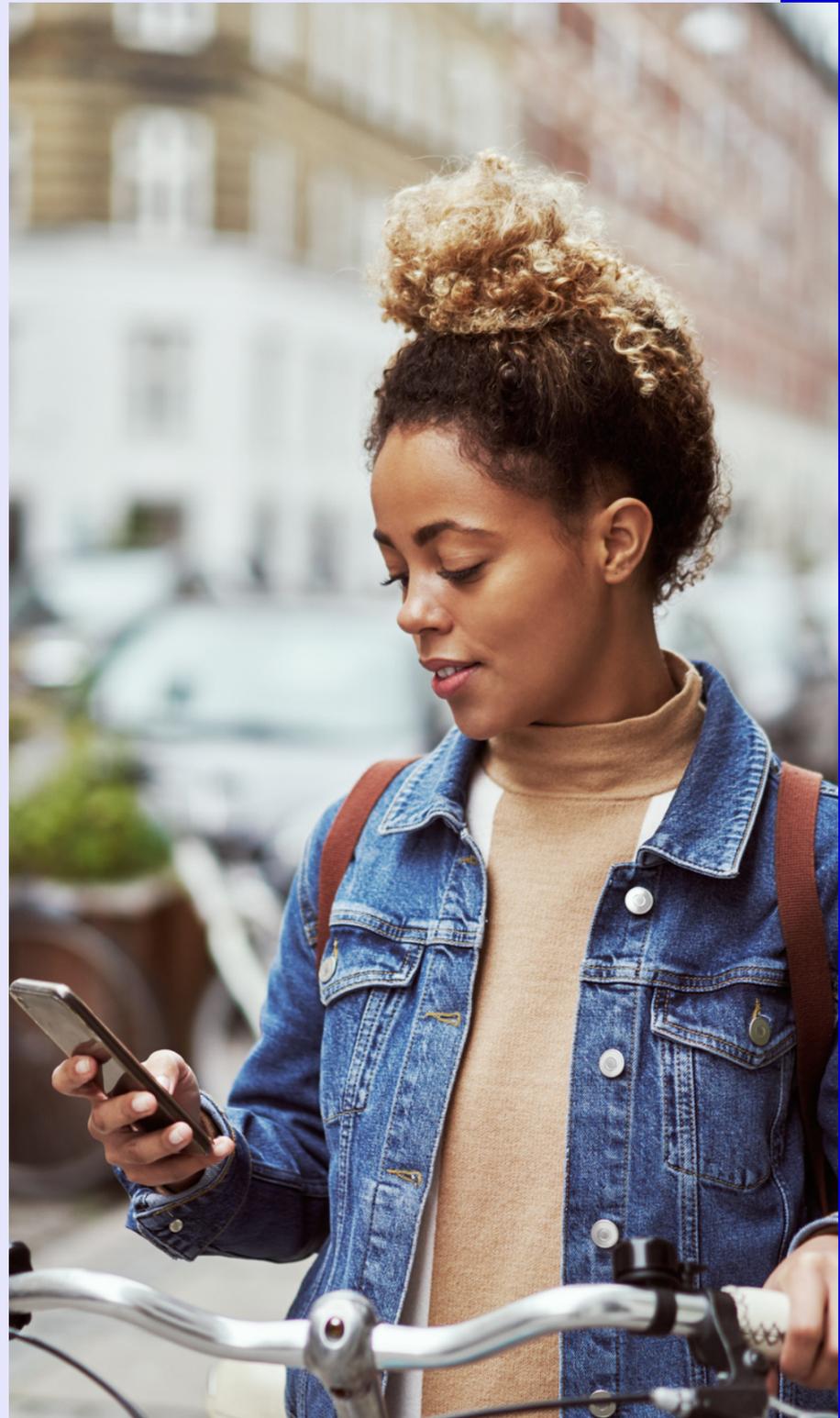
When students browse the Cyber Week sales, the vast majority are looking to pick up a few fashion bargains - so fashion brands are guaranteed to be in the spotlight. The challenge is to present an offer that pushes them way ahead of the competition. Missguided already has a dedicated Gen Z audience - but last Cyber Week, they worked with us to take this to new levels. Student Beans collaborated with Missguided to create a unique student offer that fashion-conscious shoppers couldn't refuse. We advised Missguided to take their standard Black Friday offer - 50% off everything - and make it stackable with student discount. It paid off: students requested 57% more codes over Cyber Week than they did the week before. The impressive discount convinced shoppers to pile their baskets high, and revenue soared by 100% compared to the week before Cyber Week.



more codes generated than in the previous week



uplift in revenue during Cyber Week



Student Beans was able to advise Benefit that Cyber Week is a key time for students to pick up luxury beauty products. Push notifications work particularly well for brands wanting to influence students' shopping habits in real-time. Benefit used these combined with a strong presence on Student Beans' website to dominate the baskets of student beauty shoppers.



uplift in codes from the previous month



increase in revenue from previous month

**This year, it could be you. Contact us today to secure your place on student shopping lists for Cyber Week 2020.**