

US



Gen Zs are big believers in self-care - and while they most commonly buy for themselves in the Black Friday sales ahead of the festive period, more than a quarter of young American consumers are also on the lookout to buy for their partners. With this in mind, adult retailer Lovehoney wanted to make a strong impression on Gen Z when the holidays rolled around last year. Knowing that students enjoy the exclusivity of stackable discounts, our account managers worked with Lovehoney to create a strong stackable offer that combined the usual student discount with Lovehoney's Black Friday discount. The results were stratospheric. Lovehoney saw uplifts of codes and revenue just shy of 200%.

Milk Makeup is already a staple brand for beauty conscious Gen Zs - but with many emerging makeup brands, competition is tough, especially during the holidays. Milk knew that they wanted to do everything they could to maximize their student engagement and make it onto wishlists nationwide. At Student Beans, we know that the US festive period truly kicks off around Black Friday, so we planned a show stopping campaign with Milk to push them to the top of students minds. Milk was present across the Student Beans website carousel, premium tile and in our Black Friday newsletter. It paid off: just in time for the festive period.

176%

month-on-month uplift in codes

521%

month-on-month uplift in codes

177%

month-on-month uplift in revenue

227%

month-on-month uplift in revenue