Success stories

Whether you're looking to expand your student reach this Valentine's Day, or you're an adult brand looking to tap into 16-24-year-olds' spending year-round, Student Beans has end-to-end solutions to connect you with this thriving demographic. Take a look at a couple of our recent success stories to see how we can help you, too.

Lovehoney
the sexual happiness people™

Success story:
Lovehoney

Adult retailer Lovehoney was well-positioned to be a hit with Gen Z - and they chose Black Friday as their chance to make a strong impression on this cohort of digitally native consumers. 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. Proving that adult brands have a place in students' baskets year-round, not just on Valentine's Day, Lovehoney's codes and revenue shot up by just shy of 200%.

176%
Uplift in codes

177%
Uplift in revenue

BLUEBELLA®

Success story:
Bluebella

For lingerie brand Bluebella, February 14th is a red-letter day - and last year was no different. Working closely with Student Beans, Bluebella decided to make a lasting impression on student consumers to drive their revenues and boost brand awareness among this crucial demographic. Our dedicated account management team boosted Bluebella's student discount to 20% around Valentine's Day. But we didn't stop there. Bluebella opted to work with our in-house media team, to drive code issuance upwards and create a huge buzz around Bluebella. It was a resounding success; Bluebella came away from Valentine's Day with uplifts in revenue, sales and codes - as well as almost 1.5 million impressions from their media campaign.

138%
Uplift in sales

150%
Uplift in revenue

Contact us to speak to a student marketing expert.

StudentBeans