

Increasing student engagement & conversions using In-App verification

Fashion powerhouse, Boohoo, went live with their In App verification in September. In-App Connect is our mobile verification solution, which enables you to instantly plug in a verified student discount to your app.

Challenge:

Boohoo and Student Beans have been partners for several years. As the world becomes increasingly app orientated, the Boohoo team presented their aim to increase student engagement and conversions within their app, without directing students to another platform.

Identifying the problem:

Their dedicated account manager recommended In-App Connect so that Boohoo could successfully convert students directly in their app. Students can verify & checkout all without leaving the Boohoo app. Their account manager also explained the importance of a stand out call to action, as they knew this would generate more student conversions.

Solution:

The Student Beans product team worked in conjunction with Boohoo to push In-App Connect live over the biggest student shopping period of the year in the US & UK; Back to School and Freshers.

The implementation was simple and they were able to push In-App Connect live quickly across their UK, US & AU apps. Boohoo had a clear call to action on the homepage to boost student awareness.

Results:

Since going live, Boohoo have seen brilliant engagement, their In-App verification has generated an average of 5,000 sessions & 1,000 codes a week. This incremental lift was key over the biggest student shopping period of the year.



Key figures:

5000

sessions a week

1000

codes a week