

## Case Study

### CLINIQUE

World-renowned skincare brand Clinique opted to make their student discount 'stackable' in conjunction with their BAU sales promotions, a practice the Student Beans account management team recommends for optimal results. Clinique ran the same stackable discount two times over the month of May, both driving great conversions. However, for the second campaign they added a prominent call-to-action link in the header of their homepage, increasing their conversion rate almost three-fold to an incredible 42%.

Codes:

**+128%**

Sales:

**+500%**

Revenue:

**+468%**

