

## Case Study



Hairburst, the leading healthy hair brand in the UK, partnered with Student Beans to help accelerate growth by building awareness with the student demographic. They've seen such good results from their launch in the UK, they have now expanded into France & Italy.

They have seen a strong growth uplift in engagement, with the number of codes issued increasing by 236% comparing January & October this year. They are on track to upgrade to a full-service client with Student Beans, which means they will have benefits such as a dedicated Account Manager, access to our full-funnel media suite, and more.

orders in the past 12 months:

**1,900**

uplift in codes generated:

**236%**

