

StudentBeans

Case Study



Sport clothing retailer Ryderwear partnered with Student Beans to increase their awareness and conversions with the Gen Z market in Australia. Coming to the end of their financial year, they worked for our dedicated account management team to come up with a campaign that was sure to deliver.

A limited time exclusive student discount that could be applied over the top of a site-wide 40% off sale meant that the brand were able to laser target students by showing them they are a valuable customer segment. Students responded well, with a huge 343% increase in sales compared to the previous fortnight.

increase in sales in campaign period:

343%

increase in transactions:

375%

increase in discount codes issued:

420%