



StudentBeans

Beyond the discount:

How to make your student offer work even harder

Go app-first

Why

Bringing our much-loved Connect technology in-app - in your app, that is. It takes just 10 minutes to integrate - and optimizes student conversions within your own app.

We Recommend

For the average student, path to purchase has many touchpoints. And the majority end up purchasing from within an app.

42%

of students make purchases in-app - compared to 34% who make them on a computer and 23% who use their phone web browser.



Stay in touch

Why

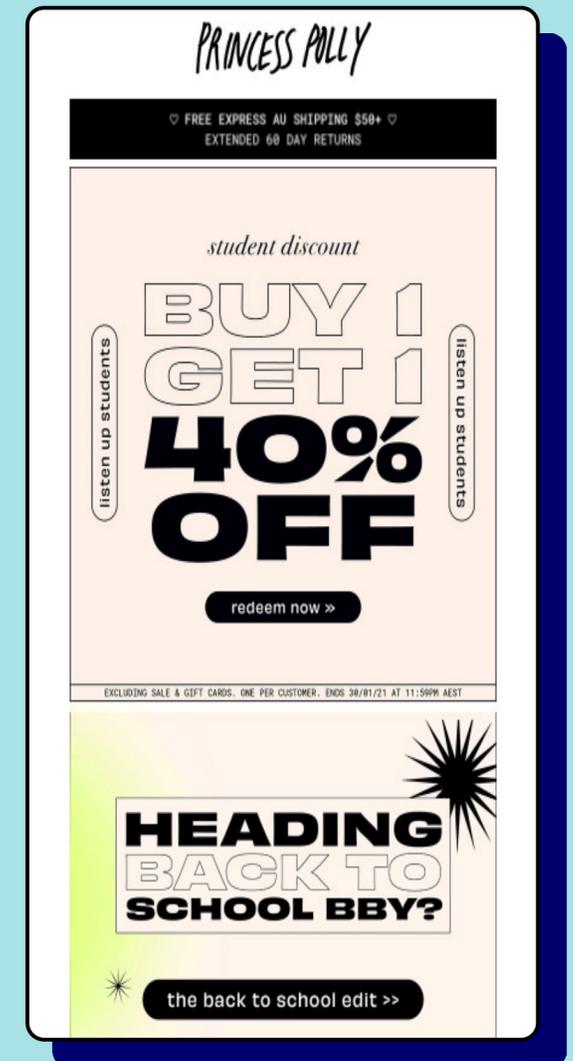
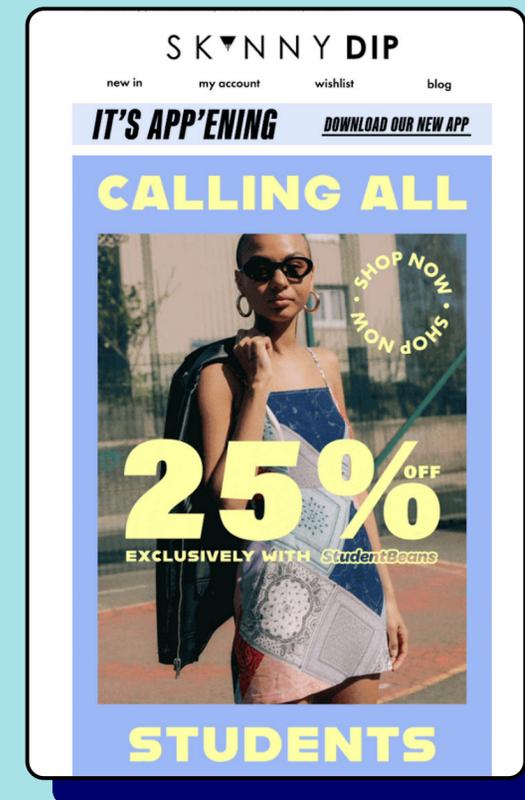
Every student that passes through our on-site conversion optimization technology has opted in to receive communication from you in future. If you stay in touch, you stand a greater chance of increasing repeat purchases and cultivating loyal customers.

We Recommend

- Notifying your entire database of your student offer at least once per quarter.
- Emailing your student database at least once a month. Let them know of product launches, boosted discounts and stackable sales that resonate with them.
- Timing your email sends with key moments in the student calendar to make sure you're tapping into their daily lives.

69%

of students want to be notified of new offers via email.



"I'm the person who checks their Gmail more than they need to - I check it once I wake up, then in the afternoon, maybe again in the afternoon, again in the evening, and then right before I go to sleep"

- Edward, Biological Sciences student, California

Optimize your search

Why

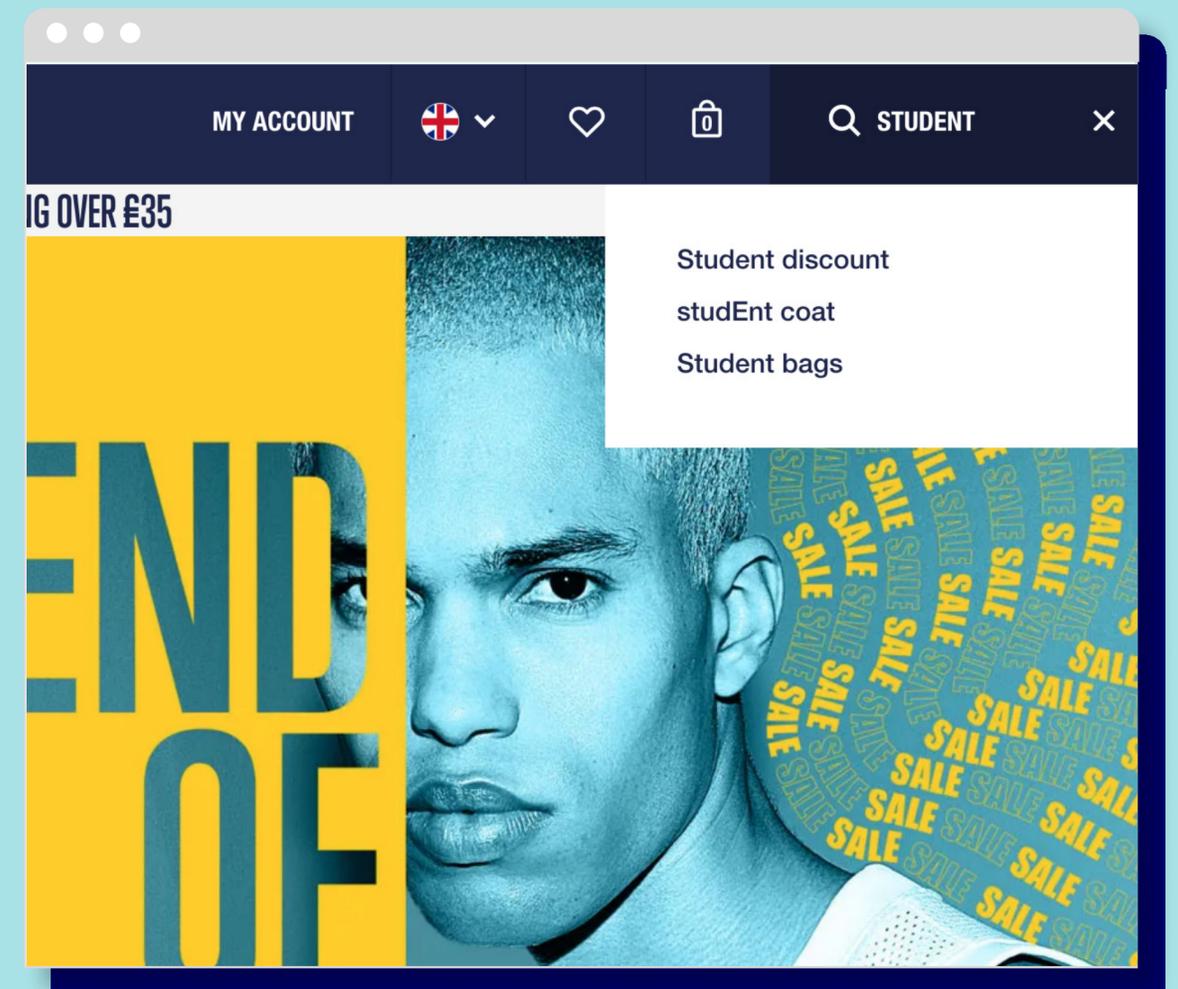
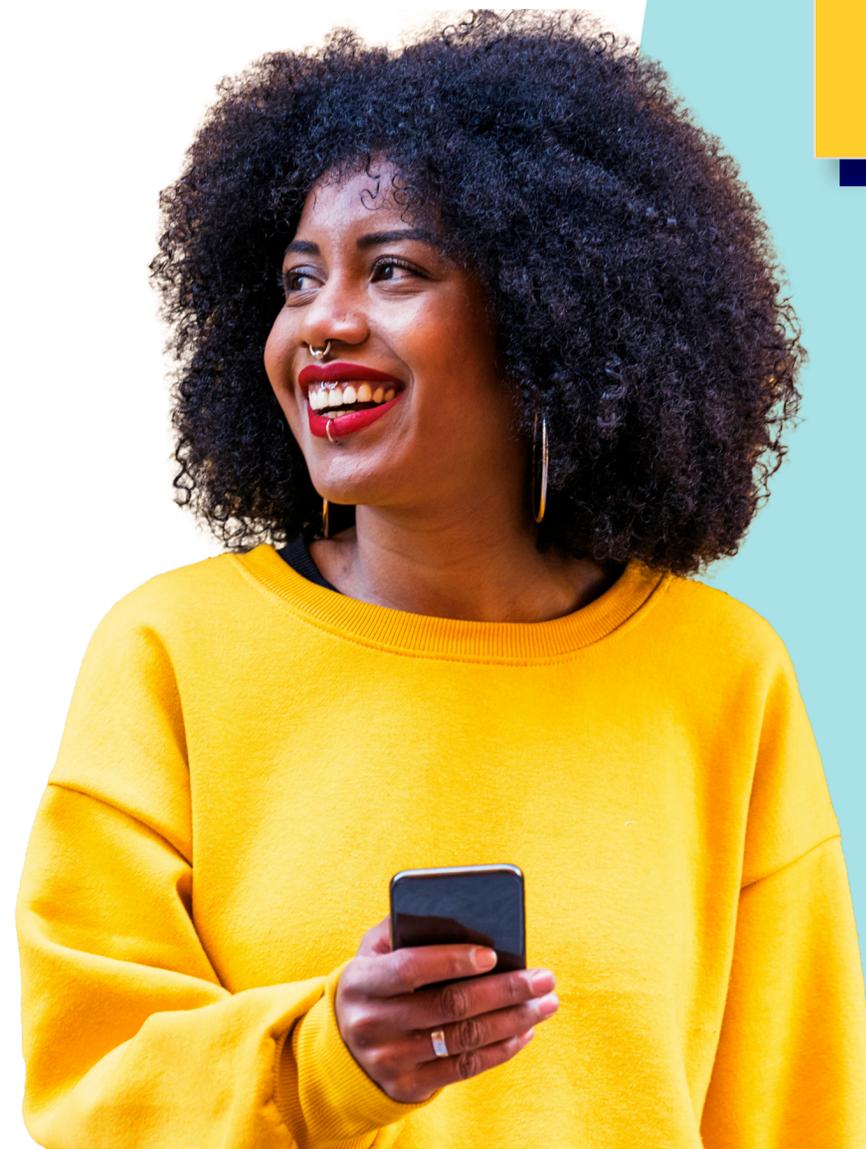
Students don't just use your search function to browse products. They also use it to seek discounts, too. Make it easier for them by adding key search terms to the search function on your site.

We Recommend

- Add keywords such as Student, Student Discount, Education Discount, Study, Students, Incentive.

92%

of students check for discounts when they shop.



"I do look for a lot of discounts. Obviously, just being cautious. I've been balancing a lot of different bills, and then slowly living the life of being an independent student."

- Edward, US

About Student Beans

Your gateway to success with Gen Z

Student Beans creates lasting relationships between Gen Z and brands. Our suite of solutions help brands to find, attract, engage and convert verified students. And that's just the start. Our extensive network of global media touchpoints, along with our conversion optimization tools, drive repeat purchases, building the habits that turn Gen Z into your lifelong customers.

Our conversion optimization tool

Reduce basket abandonment, and ensure that every discounted purchase comes from a fully verified student.

Our Gen Z media suite

Make use of our Gen Z-centric media suite to speak to them wherever and however they browse.

Our Gen Z database

Leverage our global Gen Z database to retarget more efficiently, earning loyalty that lasts way beyond their student years.

Our global publisher network

Once your student discount program is live, we'll place it in front of the audiences that work for you.



Find out more about our [conversion optimization tool and Gen Z media suite](#) today.

The story of Student Beans

Student Beans was founded in 2005 in Birmingham, UK, by James and Michael Eder. Today, we partner with thousands of the world's biggest brands across fashion, technology, food, entertainment and more, and power a global network of students in over 160 countries.