



StudentBeans

Case Study

Iceland

Iceland Foods is a unique British food retailer with over 900 stores throughout the UK.

They reached out to Student Beans to run a student discount over for new customers both on web and in-store.

They have been live on Student Beans for several years and have consistently seen a steady rise in codes being generated YoY.

Due to the success of their offer they are considering to expand their student offer to both new and existing customers to capitalise on the success of the student market.

Student Revenue YoY

+50%

Codes issued

32K

AOV

£69

