

Customer Loyalty

Points program engages 10M+ subscribers

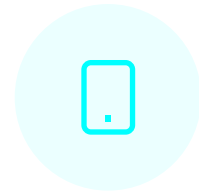
Augeo grows subscriber base and drives loyalty among existing customers for a leading American prepaid, no-contract mobile phone provider.

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651.917.9143 | info@augeomarketing.com



+900k

users in the first year



18%

increase in monthly engagement



3M+

total customer reach



10M+

subscribers through the rewards program

Our strategy transformed an ineffective loyalty program into a dynamic and engaging experience. By implementing a point-earning and burning system, along with valuable content and gamified elements, the program became more scalable and enticing for customers.

Ongoing creative marketing and engagement strategies further supported the increase in program utilization, driving greater customer loyalty and satisfaction.

