

OFFLINE-TO-ONLINE: CLIENT SUCCESS STORY



Client

SERIAL1 ebikes by Harley-Davidson



Campaign Info

Campaign Type: eCommerce CPA Campaign

Link Style: QR Code

Promotion Type: Offline Dealerships

Target: Potential e-Bike Consumers in 150 Regional Harley-Davidson Locations in US

QR Code Destination: SERIAL1 Online Store



Campaign Flow

- **Step 1:** User visiting a Harley-Davidson dealership wants to learn more about SERIAL1 eBicycles by scanning a poster with the dealership’s unique tracking QR code:
- **Step 2:** User is taken to the SERIAL1 website.
- **Step 3:** User shops for their desired eBike.
- **Step 4:** SERIAL1 rewards the dealership that drove that user as soon as they complete their purchase.



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