

CASE STUDY

How a global leader in cosmetics decreased fraud by 23% with the Salesforce Marketing Cloud and RevTrax Integration.

23%

DECREASE IN FRAUD COMMITTED
COMPARED TO PREVIOUS YEAR

11.5%

INCREASE IN OFFER
ENGAGEMENT RATE*

\$153K+

PREVENTED IN FRAUDULENT REDEMPTIONS
THROUGHOUT H1 OF 2020

THE COMPANY PROFILE

The Company is one of the top cosmetic brands in the world, available in over 120 countries. The brand combines technologically advanced formulations with on-trend expertise and New York City edge. The brand is currently a makeup sponsor for Fashion Week in New York City and eight other fashion weeks worldwide.

THE CHALLENGE

By the halfway point of 2019, The Company's promotion budgets had been significantly impacted due to online bot traffic and unexpected virality of their offers. To preserve budgets moving forward, The Company was determined to find a more secure way to get offers to their consumers.

The Company's brand team met with RevTrax to discuss how to improve their security to preserve their redemption budgets for digital offers moving forward. One that would provide a higher level of offer protection but also needed to be implemented quickly and with a low level of effort and resources. Since The Company utilizes Salesforce Marketing Cloud (SFMC) to deliver emails; the solution was simple.

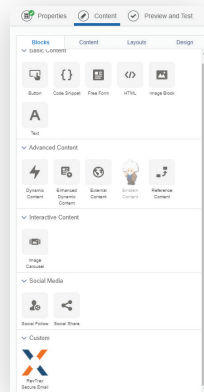
THE SOLUTION

RevTrax recommended our Salesforce Marketing Cloud integration. The Salesforce Marketing Cloud RevTrax integration utilizes User Encryption Security (UES) and allows marketers to easily insert dynamic and secure offers into an email directly within the Salesforce Marketing Cloud interface without any additional coding. With the SFMC x RevTrax Integration, The Company would receive:

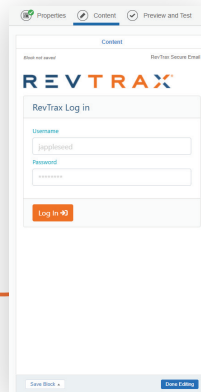
- **Increased Offer Security:** User Encryption Security occurs prior to offer delivery, preventing unintended audiences from accessing offers
- **Effortless Offer Delivery:** Marketers can build and distribute secure offers in seconds with the SFMC Content Block builder
- **Expeditious Implementation:** Since UES is baked into our integration no additional tech resources were required

HOW IT WORKS

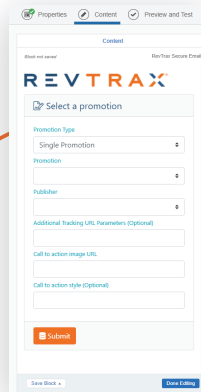
STEP 1 Select RevTrax Custom Content Block



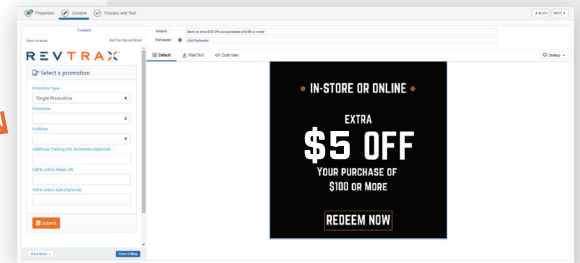
STEP 2 Login Directly Within SFMC



STEP 3 Select Offer and Insert Into Email



STEP 4 Send Email



When a user signs into the SFMC interface and begins to build an email in the Content Builder, they will have the option to inject a RevTrax offer through a custom block. You will be prompted to login to RevTrax without having to leave SFMC. Once logged in, marketers can choose from any previously built RevTrax email offer and easily drag and drop the offer into the body of the email.

Once the offer is set and the rest of the content has been finalized, you can select which audience to deliver the offer to. At this moment, the UES will automatically be enabled. UES encrypts a unique consumer's CRMID, hiding the original ID that is used to tie engagement to this individual providing valuable campaign performance insights.

Due to the integration between SFMC and RevTrax, The Company and RevTrax are the only ones who have access to the encryption key, which will match the original and encoded value.

If a consumer's unique CRMID is not recognized as being a part of the intended audience, then access to the offer will be denied. Additionally, if any attempted manipulation occurs on the ID, the consumer will be blocked. Offer engagement is tracked back to the original CRMID for those consumers within the target audience, giving you complete path-to-purchase insights further enhancing future audience building and segmentation efforts.

THE RESULTS

23%

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THROUGHOUT H1 OF 2020

By utilizing the SFMC x RevTrax integration The Company was able to execute secure offers at scale without adding additional burden to their technology team resulting in a 23% decrease in fraud committed. With RevTrax's User Encryption Security \$153k+ in fraud was prevented throughout H1 of 2020.

Due to the additional layer of protection, offer redemption numbers were lower in 2020 compared to 2019, however, the offer engagement rate increased by 11.5%. This means the right people were receiving the right offers keeping The Company's redemption budgets intact for 2020.

WHAT'S NEXT FOR THE COMPANY

Now that The Company has the SFMC x RevTrax integration in place, it will continue to deploy secure email offers at scale with ease. With 1:1 user attribution, The Company can optimize promotional campaigns increasing marketing efficiency and ROI.

ABOUT REVTRAX

The RevTrax industry-leading Offer Management Platform (OMP) automates the entire coupon ecosystem by empowering brands to modernize offers through scalable efficiencies and emerging-technology, delivering value to consumers and driving engagement, loyalty, and purchase across channels.

INTERESTED IN LEARNING MORE?

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