

CASE STUDY DETAILS

GOAL OBJECTIVES

ShopHer Media is a digital marketing platform that connects e-commerce brands with millions of targeted shoppers through its influencer network. The ShopHer Media platform includes a network of over 2,000 bloggers within the Family and Parenting, Foodie, Coupon and Shopping categories.

ShopHer Media was searching for a turnkey survey tool to offer its blogger community as a value-added perk. The ShopHer team selected RewardBee as its survey partner of choice in large part because of the platform's user-friendly survey layout, as well as its built-in catalog of rewards offered to respondents.

OUR METHODS

In February 2020, ShopHer Media bloggers ran a banner ad promoting a survey centered around the Oscars awards show. Upon clicking the banner, users were directed to a single-page RewardBee survey form.

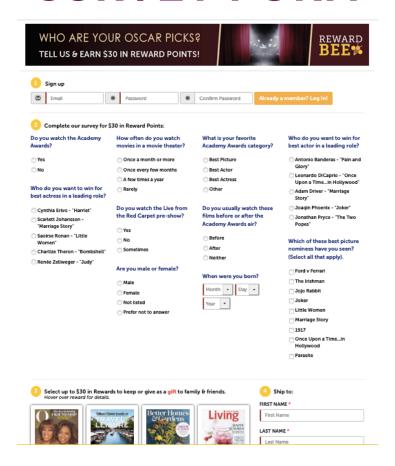


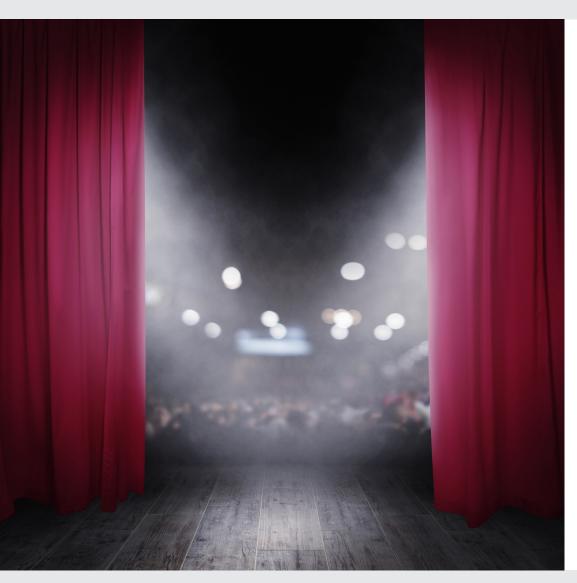


BANNER CREATIVE



SURVEY FORM





THE RESULTS

SURVEY PERFORMANCE METRICS

- **23.64%:** Click to sign up ratio of users who clicked on the RewardBee banner.
- **44%:** Survey completion for customers in the ShopHer blogger network that clicked on the upfront survey banner ad.
- **91%:** Percentage of users who completed a survey that selected rewards.
- **2+ Rewards:** The average number of rewards selected per survey completion (with a maximum of 3 offered).