



Revolut increases earnings per click 80% and grows Rewards user base 24x during global turbulence

Situation

Need for more control of invoicing and payments and easy global operations

Revolut, a leading fintech app, wanted to efficiently monetize and increase user engagement with their app's Rewards section, which offers cashback and rewards for shopping with partnering brands. They knew that successful brand relationships would require easy-to-use invoicing and payment setups that would give them full control over how and when they received their commission. They also wanted to make sure they had two-way transparency into performance and upcoming earnings so they could see all the information that their merchant partners saw.

In addition, Revolut was looking to expand their Rewards offering to several new countries, so they needed a platform that would make it easy to operate regional programs independently, yet tie them all together into a single account. Besides their infrastructural requirements, Revolut wanted a way to connect with more brands, which would allow them to build out their reward offerings, increasing payout potential and value to users.



About Revolut

Revolut is a leading fintech company in Europe, offering a wide range of digital banking services in a mobile app in more than 30 countries and with over 13 million customers worldwide. One of their most popular features is Revolut Rewards, which offers discounts and cashback to its users.

“We teamed up with Impact to connect us with top consumer brands that we know our users love and to track marketing performances in real time. These capabilities, combined with their in-depth and seamless reporting, allow Revolut to manage a huge number of partners simultaneously.”



Anita Koimur
Senior Business
Developer

Solution

**Better data, new
partnerships, and
quick thinking**

One of Revolut’s merchant partners, a leading European travel provider, introduced them to Impact. After joining the platform, they were quickly able to begin generating earnings, both from their existing merchant partners and from merchant partners they found through the Impact brand marketplace.

While they initially promoted merchants in the UK only, they quickly added nine new global markets in EMEA, APAC, and NA. With the Partnership Cloud, they were able to easily add new countries to their global program, each with individually assignable owners and settings.

At the beginning of 2020, they were heavily focused on travel brands. When the COVID-19 pandemic brought travel to a shuddering halt, they quickly pivoted and began working with more ecommerce and fashion partners. They also put together a “care package” of offers from the wellness and entertainment verticals. As a fintech app, they had access to transaction-level data from their user base. They used their insight into their userbase’s shopping habits to identify brands for whom they knew they could drive strong performance.



80%

earnings per click (EPC)
growth Q2 2020 over
Q1 2020

44%

sale growth Q2 2020 over Q1
2020

24x

more users of Rewards feature

Outcome

**Strong EPC growth
and a massive
increase in active
users**

Using the Partnership Cloud, the Revolut team was able to control precisely how and when they were paid out the commissions they had earned. Plus, the clear invoicing and reporting helped them understand their referral program's health in a granular way — as well as how the referral program was contributing to top-line metrics.

When the pandemic threw the travel industry into chaos, their quick shift in focus paid off. They were able to maintain — even grow — their earnings despite a huge disruption in what had previously been their core partner segment. Through smart use of their data and a willingness to experiment, they achieved 44% sales growth in Q2, despite having primarily promoting travel brands only weeks before.

While earnings growth is always nice, another key metric for the team is user growth. In that respect, their partnership program has paid off even more: the Rewards feature saw a staggering 24x increase in users. Thanks to global expansion and new partnerships, the Revolut team created a virtuous cycle that brought in new users and generated positive earnings growth, even during a pandemic.

Want to get results like Revolut? | Contact welcome@impact.com