

Lumo Energy - Drive Acquisitions



CLIENT:



OVERVIEW:

Drive Australians to switch their energy provider to Lumo Energy.

SOLUTION:

When customers took out an energy contract with Lumo Energy within the campaign period, customers received two movie tickets each month for 12 months, as part of The Movie Lovers Program.

BENEFITS:

- Effective in driving acquisitions
- Exceeded sales targets
- Increased customer satisfaction
- User friendly claim process
- Redemption based pricing
- Received positive feedback from customers

