Wowcher approached Webloyalty to mitigate lost revenues for their international travel-related business during Covid by building a secondary revenue stream.

Wowcher was seeking a solution that could be easily implemented, without putting undue strain on internal resources - generating revenue from day one.

Our Solution

Webloyalty helped Wowcher implement a zero-fee solution which generates bottom-line revenue from the moment it is launched. The setup process of our revenue enhancement solution was simple, integrating a JavaScript tag quickly and easily directly onto Wowcher's website, and required minimal ongoing maintenance. This enabled access to our market-leading rewards platform, Complete Savings.

Webloyalty

Key Outcomes

Increase Profitability

Our revenue generation solution instantly delivered significant bottom-line revenue from the moment the programme launched. Following continuous optimisation from our dedicated Account Management team, Webloyalty is now responsible for **up to 4% of Wowcher's profitability contributions**.

Increased profit margin

On top of meeting Wowcher's key objectives, Webloyalty also achieved a **25% increase in profit margin** for items under £10. This meant that high-converting, impulse purchases of products under £10 could finally be given more prominence in marketing spend – previously not promoted due to costs outweighing profitability.

Largest Secondary Revenue Stream

Webloyalty has now become Wowcher's largest ancillary revenue driver, responsible for over **33% of the business' secondary revenue contributions** with minimal resource requirements cannibalising the bottom line.

up to 4%
of Wowcher's profitability contributions

25%
increase in profit margin

33%
of business secondary revenue contributions

> "We've been able to find value in marketing lower cash margin, higher frequency products as the return on investment increases greatly with Webloyalty's service. The real value of Webloyalty is that it is extremely simple to implement, requires almost no management bandwidth and it doesn't cannibalise core site revenues."

George Oborne - CEO, **Wowcher**

About Wowcher

Founded in 2011, Wowcher is a diverse promotion marketplace, providing customers with vouchers and savings on local businesses, travel, and consumer goods. A Wowcher is a voucher that saves money on a product, experience or service when redeemed with a designated merchant featured on their website. Wowcher has over 20 million people accessing their website for promotions and discounts across the UK and Ireland.

Webloyalty