

## smile.io

**SERVICES**

PaidSocial

**YEAR**

2021-2022

**CONTACT US****CHALLENGES**

- Paid acquisition above price point
- Need for an organized paid-acquisition infrastructure to scale

**SOLUTION**

- New paid channels set up
- Optimization of landing pages for conversion
- Audit and new infrastructure for paid-acquisition suggested

**RESULTS**

- Landing page traffic increased by 41%
- Conversions increased by over 25% compared to the previous period.
- Cost-per-conversion significantly decreased (about a third of the previous average).

**Smile.io** is the world's largest reward program provider that integrates with Shopify, BigCommerce, and Wix. Competing in a crowded space and initially trying some Ads, they realized that the cost per install was too high.

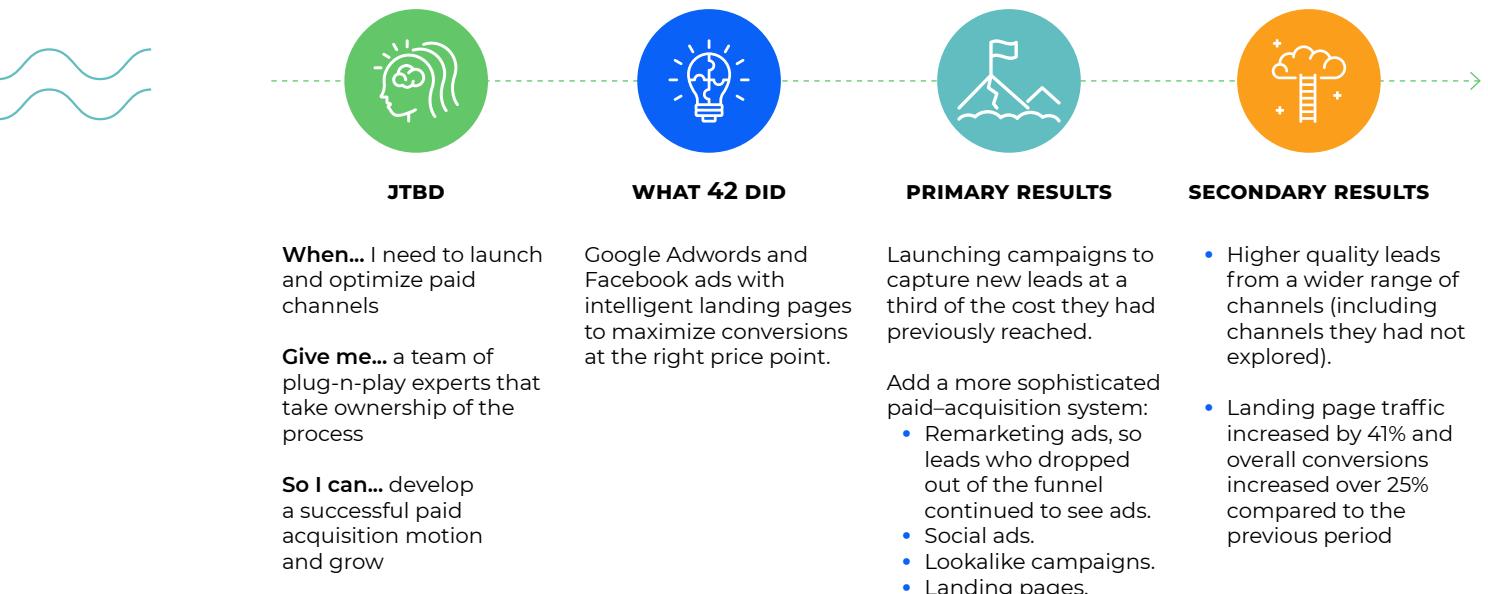
They needed a set of experts that would allow them to reach a conversion rate that matched their goals.

## Challenges

Smile.io already had many customers that arrived from organic & direct sources. They had tried Shopify Ads, but unfortunately, the cost per install exceeded their budget and was not working for them. So looking to grow even further without relying exclusively on organic channels, they had to find a way to create a paid-acquisition motion at the right price point.

They hired 42 Agency to work with their team to build the systems and processes needed to create a predictable and scalable paid-acquisition motion to find more leads.

## Jobs to Be Done 42 Agency Solved



## The full story

Smile.io discovered a massive opportunity in e-commerce: rewards programs for e-commerce businesses. Their growth was unparalleled, and they were looking to grow even further by moving away from organic into paid channels. However, while successful, their initial exploration with Shopify and Google Ads exceeded the budgets they had allocated.

That is where 42 Agency jumped in and became a partner that would allow Smile.io to supercharge growth from the get-go.

42 Agency helped Smile.io by following these steps.

1. Understanding the business, the competitors, and the overall landscape in the referral e-commerce business.
2. Establishing rapport with the key stakeholders to figure out the business objectives and the actions needed to accomplish them.
3. Understanding the needs of the team and the skillsets to create a frictionless cadence that would allow Smile.io to accomplish its objectives in the least amount of time possible.
4. Co-creating and providing suggestions + tracking all ideas and experiments. This process allowed the Smile.io team to figure out quickly what was working.
5. Exploring new channels (Facebook Ads) and optimizing the landing pages to maximize conversion rates.

## The results

Landing page traffic increased by 41%

Conversions increased by over 25% compared to the previous period.

Cost-per-conversion significantly decreased (about a third of the previous average).

Optimized landing pages and an integrated and experimental Ad set allowed 42 Agency to decrease the cost per conversion under budget. As a result, Smile.io could scale its paid-acquisition channel to reach new audiences and become the category leader in the rewards space.

*"In the 60 days after launching our acquisition project with 42, our landing page traffic increased by 41% and overall conversions increased over 25% compared to the previous period. The cost per conversion was significantly under budget, allowing us to scale our ads project and reach new audiences."*

**– Tim Peckover – Sr. Manager, Marketing & Community**

## Why 42?

42 was a strategic partner that took Smile.io concerns and challenges when it came to paid-acquisition and added strategic advice and tactical execution that worked for the team.

42's process included:

- Reviewing landing pages from a conversion optimization perspective
- Providing "best practices" advice on how to position Smile.io on their landing page and SEM ad copy
- Integrating with the Smile.io team to maximize conversions while decreasing the friction and blockers in a paid-acquisition initiative.
- Daily reports and warnings in case any of the campaigns were out of budget.

*"42's retainer has great value given the service and strategic expertise they provide. Providing timely warnings whenever any of the campaigns were spiking was helpful and allowed us to reach our objectives at the right price every time"*

**– Tim Peckover**

## The future

The paid-acquisition channel had such success that the Smile.io team decided to continue running their paid campaigns in-house. Godspeed!

Tim recommends 42 Agency to any business looking to partner with paid-acquisition consultants that provide strategic and tactical insight with world-class execution. When 42 engaged with Smile, Tim was a generalist with tremendous experience looking for someone to take over paid channels. With 42 Agency's help, he reached his objectives, and the company continued growing.

*"We loved working with 42. You were always responsive and did everything to ensure we got the results we were looking for. You even helped us track our attribution models. We are thankful for all your work."* – **Tim Peckover**

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