



This little piggy can get you cash back when you shop online



Search it.

Type whatever you're looking for into the Upromise search bar.



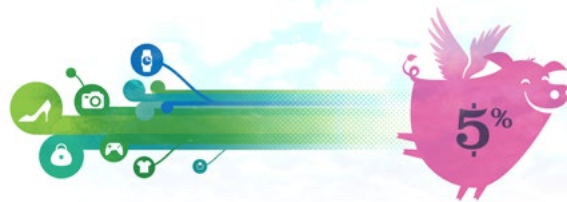
Click it.

Choose from the results by comparing prices across multiple retailers.



Bank it.

Buy it, and voila! The 5% will be automatically deposited into your Upromise account.



Shiny has been a valued partner of mine for over ten years. I have continually been thrilled with their creativity, sophistication, and quality of work. They are truly the best in the industry!"

— Jennifer Astle

(FORMER) SR. DIRECTOR DIGITAL AND CHANNEL MARKETING, SALLIE MAE

Challenge

How do you get disengaged people to engage?

Solution

By building sharp message wrapped around how people shop.

Upromise gives its members 5% back on purchases they make on the site and put it towards college funds. It's a compelling offer, with a clear benefit. Despite that, it had what had been an intractable 10% ceiling on purchasing engagement among members. After multiple efforts it simply could not get the remaining 90% of their members to shop on the site.

They asked us to revise the site so it told people how to use it which would have involved a multi-step infographic that no one was going to read, much less change their behavior.

Instead, we leaned into existing customer behavior when it comes to shopping: they search. So we created a new site experience that put the ability to search the site to find the product you want front and center and coupled that with a unique brand identity and simplified communications flow. All of that was wrapped into to one simple compelling message: Piggyback it.

Together it told the compelling story that if you shop through Upromise you piggyback saving for college with every purchase.

Results

The campaign reenergized existing members, increasing customer engagement from 10% to 52%.

Services

Brand design and identity
Product positioning and messaging

Content creation
UX

Like to learn more? Email us at connect@shiny.agency