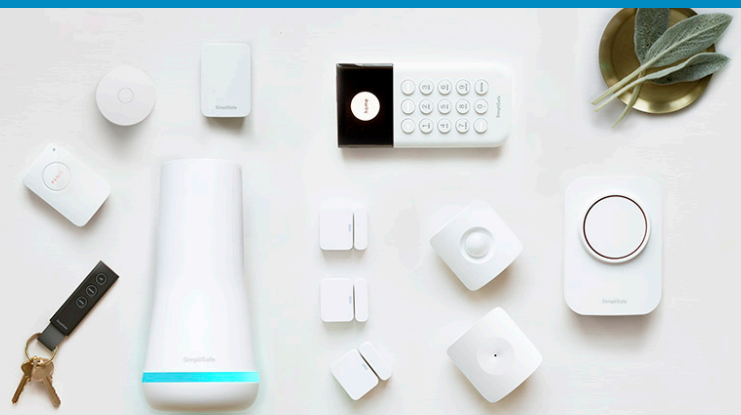


SimpliSafe™

Financial Partner Case Study



Overview

Partner A is one of the 5 largest credit card issuers in the US and is known for delivering exceptional products and experiences for their customers. In an effort to increase customer spend and engagement, **Partner A** collaborated with SimpliSafe to offer their customers an exclusive discount on award winning wireless home security during a 60 day pilot program.

Tactics Deployed

SimpliSafe funded a limited time cash-back statement credit offer for cardholders that purchased a new SimpliSafe system and developed a custom e-commerce experience for **Partner A's** customers. **Partner A** promoted the offer via mobile, social and web platforms and executed retargeting email campaigns to cardholders who had engaged with the offer but had not yet made a transaction.

OBJECTIVES

- Increase card spend
- Enhance cardmember engagement
- Create a new category of spend for existing cardmembers

SIMPLISAFE'S EFFORTS

- Funded cash back statement credits
- Developed dedicated e-commerce experience

PARTNER A CONTRIBUTION

- Marketing support
- Hosted offer on digital portals

Results

During the 60 day pilot, total credit card spend with SimpliSafe using **Partner A's** cards **increased by 20%** compared to the previous 60 day period. In addition, new SimpliSafe system sales were **over 4x higher** than the joint projections that were established before pilot launch.

In terms of engagement, **over 50,000** of **Partner A's** cardmembers registered their card for the offer and SimpliSafe funded **over \$100,000** in cashback statement credits. Lastly, **94%** of the system **purchases** by **Partner A** customers were made by customers who had not made a transaction with SimpliSafe in the previous 13 months.

20% ↑
increase in **Partner A**
customer spend with SimpliSafe

4x
system sales, compared to
initial projections