

HOW SWAROVSKI DROVE DIGITAL TO IN-STORE CROSSOVER—RESULTING IN \$1.4M IN ONE NIGHT

The Swarovski brand is famous for its passionate, lifelong customers and there is tremendous power from the word-of-mouth that comes along with that level of brand loyalty.

THE GOAL

Swarovski had a goal to leverage word-of-mouth in order to increase RSVPs to their exclusive annual in-store event entitled “Sparkling Celebration” with hopes of driving up sales from the previous year.

THE RESULTS

Using Crowdly’s best-practice activations, Swarovski achieved a **500% increase in registrations**, resulting in an **80% increase in revenue** from the previous event and over **\$1.4M in sales** in one night.



500%
INCREASE IN
REGISTRATIONS

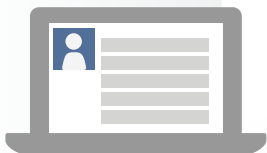


80%
INCREASE IN
REVENUE



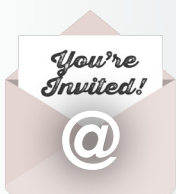
\$1.4M
IN SALES OVER THE
3 HOUR EVENT

THE APPROACH



DRIVING REGISTRATIONS OVER DIGITAL CHANNELS

Using Crowdly’s turn-key high conversion ‘Event Registration’ Activation Pages, Swarovski was able to drive a large increase in registrations over their digital and social channels.



DRIVING REGISTRATIONS THROUGH CRM EMAIL ACTIVATIONS

The same turn-key activations used across their social channels were also leveraged via email to Swarovski’s CRM database.