



# Swarovski

With Crowdly, Swarovski achieved their goal of driving event registrations and sales by leveraging their passionate, lifelong customers to spread word-of-mouth. In addition to their event related goals, Swarovski utilized Crowdly's opt-in activation pages to prompt pre-registrations for their new loyalty program, resulting in 500 new members.



“

Crowdly really understands the impact of harnessing the power of advocates and word-of-mouth [...] For us, a company that's been around 100 years, it opened up a whole new world. We had only just started to scratch the surface when it came to digital. Now, the floodgates are open.

”

**Robin McCall,  
Swarovski**



**500%**  
**INCREASE IN  
CRYSTAL SOCIETY  
EVENT REGISTRATIONS**

**\$1.4M**  
**IN SALES IN ONE NIGHT,  
80% INCREASE FROM  
PREVIOUS EVENTS**

