



CASE STUDY

TopCashback achieves their most profitable day of gift card sales ever



About TopCashback

TopCashback is an online cashback site and app. TopCashback launched in 2005 in the UK and launched in the US in 2011. When customers order through TopCashback, they earn cash back on their purchases. TopCashback is free for shoppers to sign up to, and the cash back is powered by giving the sales commission that they get from partner brands to their members.

The challenge

TopCashback is committed to offering the best possible customer experience and making their purchases work harder for them. Gift cards represented a way to offer greater flexibility to their customers as they could access the cash back, without having to make an instant purchase decision.

TopCashback had started working with a different gift card partner but found that their catalogue was small, limiting the options available to their customers. They were looking for a partner with a broader product portfolio.

AT A GLANCE

▲ **300% Increase**
In gift card sales

19,000
gift cards sold
In one day

International expansion of offering

Top Cashback's needs

- ✓ Large catalogue of brands
- ✓ Insight into sales
- ✓ White label functionality
- ✓ Easy technology integration

"Over the last year we have seen our gift card offering grow significantly, powered by Runa. We are delighted to be able to offer an exceptional gift card service with so many options for our customers to pick from."

Stephen Bailey, Head of Propositions and Data Protection

Runa's solution

TopCashback were impressed with the Runa catalogue of over 1,300 brands, providing the breadth of options they were looking to offer their customers. The team liked how easy it was to plug and play with the Runa platform and appreciated the smooth UX flow. Leveraging Runa's real-time reporting functionality, TopCashback were able to get full visibility into unclaimed rewards, enabling them to improve their customer experience.

As they continue to develop their propositions, TopCashback is excited to collaborate with Runa as they evolve their offering beyond gift cards.

Success in numbers

Since starting work with Runa in November 2021, TopCashback have sold over £6mn worth of gift cards. This represents a 300% increase of gift card sales within the first three months after integration. TopCashback also saw their highest day of gift card sales, with over 19,000 gift cards sold in one day.

Six months after starting their partnership with Runa, TopCashback launched their gift card offering in the US and have seen great success there too.

Product Features

-  Industry-leading Network
-  Payout Link
-  White Label Experience
-  Reporting

"Having recently seen our best ever day of gift card sales, we are confident that our members love using this additional tool on our site, as well as our core cashback service. Indeed, this has been a hugely successful and popular proposition and we are looking forward to continuing to expand our offerings with Runa as our partner."

Stephen Bailey, Head of Propositions and Data Protection