COUNTER.

badge

Challenge

Counter needed to create an engaging, app-free experience that moved Brand Reps to sell more and earn more.

Solution

Counter launched its Brand Rep program using dynamic passes—and no native app—to drive engagement and selling activity.

Goals

Deliver an app-free, dynamic pass solution that boosts Brand Rep engagement, sales activity, and commission earnings.

Results

4x

Higher Average Commission earned by Brand Reps with an active pass

54%

Brand Reps with an Active pass made a sale vs 16% (without active passs)

Takeaways

Reps with an active pass earned 4x higher commission and were 3x more likely to make a sale. Dynamic passes are delivering engagement and results without the need for a native app.

In Progress

Expand to all Counter loyalty users and not just brand parters

Google Wallet

Use Case: Loyalty

COUNTER.

Brand Partner Pass

Name
Sarah

Location
Reid

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