

Frestea boosts O2O conversion with Google Wallet, powered by Grivy



The Partnership:

Frestea, a beverage brand under The Coca-Cola Company, partnered with [Grivy](#), a Commerce SuperIntelligence Platform to execute a large-scale digital coupon campaign using Google Wallet.

The Challenge:

To launch a new variant during the highly competitive Ramadan season, Frestea needed to overcome the limitations of traditional sampling methods, which restricted scalability and digital access at the point of purchase. The brand's challenge was to find a way to execute large-scale product trials during the Iftar period and expand distribution beyond existing minimarkets.

The Solution:

Frestea partnered with Grivy on a Ramadan digital sampling campaign using Google Wallet for scale and easy access. Key implementations included:

- Digital coupons stored in Google Wallet for convenient mobile access.
- A Ramadan countdown clock activation, aligned with the Iftar moment.
- Seamless digital-to-offline redemption at minimarkets and supermarkets, with reminder notifications sent before coupon expiry.

The campaign supported large-scale sampling with a simplified, wallet-based redemption flow aligned to the Iftar moment.

The Results:

The integration of Google Wallet into the Ramadan sampling activation yielded powerful results for Frestea:

>1M

Participants with purchase intent

>51%

In-store redemption rate

>5%

Increase in coupon conversion with Google Wallet passes

>91%

Users converted after reminder notifications



Jessica Harsya

Marketing Manager - The Coca-Cola Company

"Google Wallet simplified coupon access for our new trialists during our Ramadan sampling, helping us scale product trials and improve transactions."



Jan B. Oudeman

Founder & CEO, Grivy

"Google Wallet removes friction between intent and action, seamlessly bridging digital engagement to real-world purchase. Together with Grivy's O2O Commerce SuperIntelligence, it turns every saved offer into measurable, scalable offline growth"