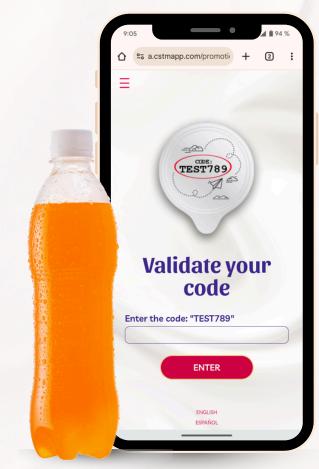# Beverage company

- Use Case -

The client

A beverage company specializing in producing, marketing, and distributing beverages, including beer, water, cider, wine, and liquor. Their products are distributed to the hospitality industry, supermarket chains, and specialized stores nationwide.

Objetives

1. Securely manage campaigns with unique codes
The company was searching for a robust solution to manage campaigns where users validate a unique code, printed on bottle caps or inside the product packaging.

Although the company had previously developed a technology for this kind of activity, the digital side was an operational burden that distracted them from their main business. They experienced security issues, and the technical solution became outdated year after year. Therefore, they decided to opt for an already developed technological solution, a SaaS platform, and pay for a license.

2. Enhance customer engagement with recurring interactive campaigns
The company also wanted a tool that would allow them to launch different types of promotions regularly to maintain interest and a constant connection with their audience. The goal was to systematize processes that foster customer engagement beyond one-off campaigns.

The challenge

The company needed a robust platform capable of supporting millions of unique codes, managing multiple prizes, and automating notifications to winning users.

All of this needed to be seamlessly integrated into their digital ecosystem: both embedded on their website and synchronizing the data of participating users with their CRM systems.

Additionally, as a group with multiple brands, they required the ability to create differentiated campaigns for each one, with a brand-based access control system that limited the visibility and management of campaigns to the responsible team.

The Solution with Easypromos

Unique code validation mechanic

- Generation and support of **up to 80 million unique codes**.

- Operational support for an average participation of **5,000 daily validations**.

- **Centralized dashboard** for continuous monitoring of users, validated codes, and real-time statistics.

- **Distribution of multiple prizes through Instant Win.**

- **Fully customized registration form**, with all required legal consents.

- **100% customized design** integrated with the client's website, respecting their brand identity.

- **Multi-language support** for all campaign texts and emails.

- **Automated emails** to winning users with prize information and instructions on how to redeem the prize.

Other mechanics used by the brand

- **Customized and branded interactive games** to foster engagement and brand recognition.

- **Entry Form Giveaways** for events such as tastings, product promotions, or brand activations promoted through social media advertising. Registrations are automatically synced with their CRM.

- **Knowledge Quizzes**, for example, about recycling or the environment, to encourage good habits among consumers and reinforce the brand's positioning.

- **Social Media Giveaways** where users comment on posts on Instagram or Facebook to enter a prize draw.

- **Photo Contests**, encouraging users to share images showing themselves enjoying the brand's products.

- **Digital Advent Calendars**, to reinforce the recognition of their star products during the Holiday season.
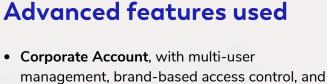
Bonus:
After the first year's success, the brand expanded to allow participation through a **WhatsApp** chatbot. The bot was integrated with the Easypromos API, allowing users to participate **from the website or through WhatsApp**, according to their preference.

Advanced features used

- **Corporate Account**, with multi-user management, brand-based access control, and support for advanced integrations.

- **Integration with CRM** to automatically send participant data to their marketing lists.

- **Webhooks integration** that allows obtaining real-time information on prizes awarded and optimizing logistics.

- **Generation and validation of millions of unique codes.**

- **Instant win certificates** generated directly from the Easypromos campaign administrator to ensure transparency in prize allocation.

- **Double email or phone validation**, by sending email or SMS, to ensure the quality of the leads and avoid fraudulent registrations.

Results

After selecting Easypromos as the platform to manage campaigns with millions of unique codes, the brand has **reduced technical incidents to zero**, as well as **increased the number of campaigns activated** across the group's brands.

Thanks to the platform, the team could focus on activities that add value: **campaign logistics and communication, results analysis, and activating new leads obtained**. The technology was no longer a concern.

In addition, by incorporating Easypromos, the company has managed to **systematize its customer engagement strategy** through recurring interactive campaigns.