

A group of runners at a Color Run event, wearing white t-shirts with 'THE COLOR RUN' and their bib numbers. They are surrounded by colorful powder. Overlaid on the image are large, colorful cutouts of superheroes like Batman and Wonder Woman. The text 'COLOR RUN GETS 12.32% MORE CUSTOMERS THROUGH REFERRALS' is prominently displayed in white and yellow.

COLOR RUN GETS 12.32% MORE CUSTOMERS THROUGH REFERRALS



CASE STUDY

Zinrelo's loyalty rewards program has given Color Run a great platform to attract repeat customers to their site for purchases.

The Color Run is the largest 5k event series in the world that produces events in over 40 countries and 220 cities across the globe.

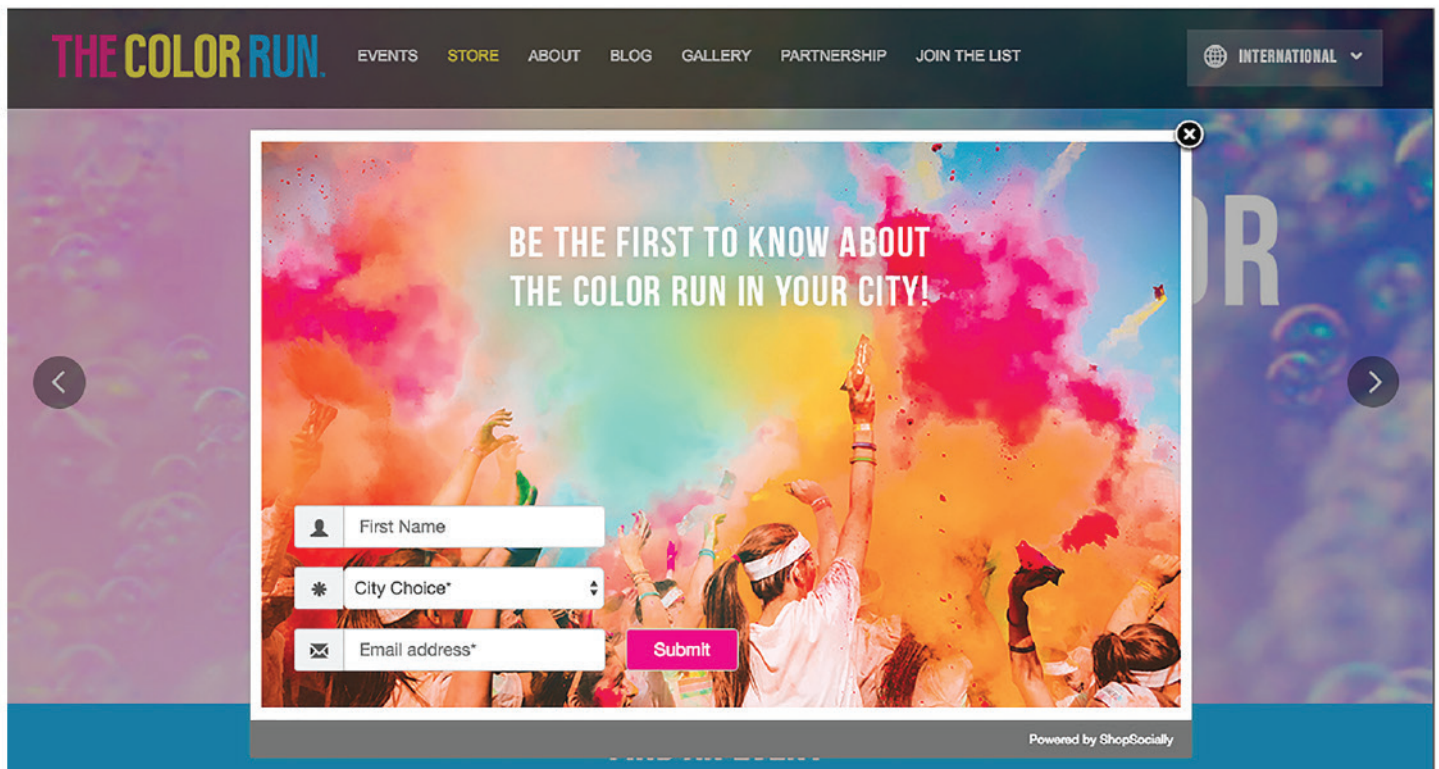
THE CHALLENGES

1. Harness the power of word-of-mouth recommendations of their happy runners to boost sales
2. Translate participants enthusiasm into brand recommendations

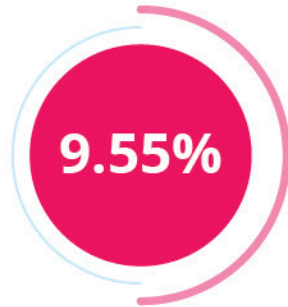
THE SOLUTION

The Color Run embedded Zinrelo's 'Refer-a-Friend' app on their website. Visitors to their location specific homepages, were greeted with an eye-catching pop up having an enticing message.

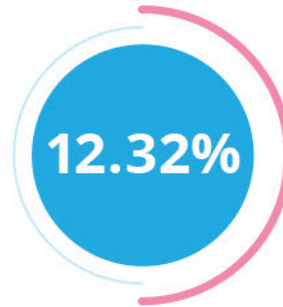
The Color Run could customize the app, as per their branding and event locations. They did not want visitors to leave the website for referring their friends and family.



THE RESULTS



9.55% Sales
Conversion



12.32% Interaction
Conversion Rate

- ✓ The app converted The Color Run customers into brand ambassadors
- ✓ Customers shared personalized referral messages with their social circles
- ✓ High quality traffic to site via referrals seen for each event location
- ✓ Established online virality for brand 'The Color Run'



"The more location specific we make our Refer-a Friend partnership with Zinrelo, the more people react and interact with our events. Both 'The Color Run' and Zinrelo are committed to customer satisfaction, happiness, creating positive reactions and interactions with our products and services."



Gerardo Castillo

Digital Advertising Marketing Manager
The Color Run



zinrelo.com



info@zinrelo.com



+1 650 701 7759

[Request a Demo](#)

102 Persian Drive, Suite #101, Sunnyvale, CA 94089