

An abstract background featuring a complex network of thin, glowing green lines that connect numerous small, bright yellow circular nodes. The nodes are scattered across the frame, with a higher density on the left side, creating a sense of depth and connectivity. The overall color palette is dark, with the green and yellow providing high contrast.

OPIA

CASE STUDY

Driving OEM value
through Member Club
value-add promotions

Costco, Sam's Club and BJ's

The Market Opportunity

Membership-based retail clubs serve millions of members and are famous for exclusive offers and excellent customer experience.

Opia has partnered with two global consumer electronics brands to create promotions that reward members and drive sales volumes.

The Challenge

In the highly competitive consumer electronics market, particularly within membership-based retail giants, maintaining profit margins while driving sales volumes poses a significant challenge. Price discounting, a common tactic, often erodes brand value and profitability.

Our Approach

Opia provides a turnkey solution to provide member value without diminishing brand perception or costly discounting.

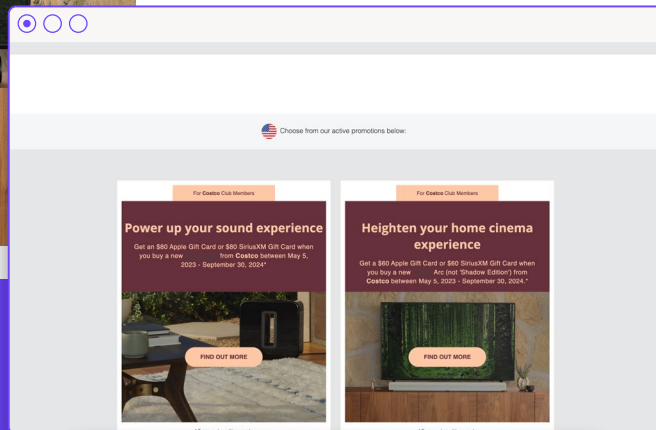
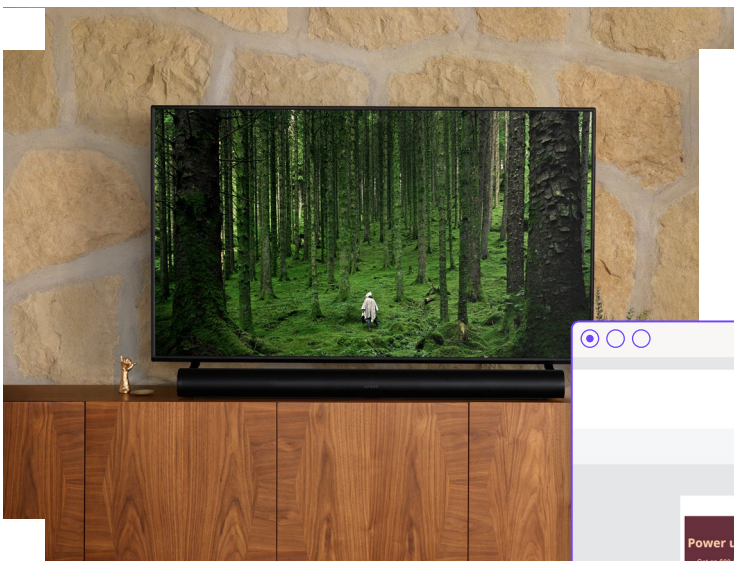
- Consumer friendly, simple claim journey
- An effective solution for the club channel member value requirement.
- A cost-effective solution to create consumer value to avoid costly price discounting or exclusivity.

BRAND IN FOCUS

Sonos

This brand has been a long-term global partner of Opia since 2017 running various programs including cashback and value-add programs.

The brand needed a solution to provide member value within the club retail channel. We launched our first music streaming gift with purchase and have been running the same program since and expanded it across their product assortment of soundbars and speakers both online and in-store.



Results

Marketing Survey Results

98%

of customers surveyed are satisfied or very satisfied with the brand's promotions.

93%

of customers surveyed stated that the promotion influenced them to make the purchase.

87%

of customers indicated the promotion prompted them to switch brands, purchase sooner, or wouldn't have bought the product without the promotion.



Partnering with OPIA to Unlock Value

OPIA sales promotion allows our partners to create an exclusive club channel offer through a frictionless, and positive customer experience that creates consumer value, drives sales, and grows brand loyalty.

OPIA

Our teams are present in New York, London, Paris, Milan and Melbourne and we operate in over 40 countries.

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