

No. 87



eBC - Case Study - Car Services





scales your care

**engagement
partner
network**

a unique marketing and branding platform that boosts brand awareness and increases sales turnover



**boost product
branding and
benefit from agile
exposure**

promoting your brand directly to the corporate users, enjoying an innovative way to maximize brand exposure, and utilizing a user-friendly online sales platform that enables both B2C and B2B channels



outstand your competitors by offering your brand as an employee benefit



enjoy the endorsement of hundreds of employers across the region to their employees



increase your sales turnover and get customer insights



Background

A reputable car service provider in the UAE

The ePN benefits listing took **2** weeks to go live



ePN Benefit Listing

- Number of Benefits Listed: **1**
- Corporate Rate Offered (Discount): **25%**
- Listing Duration: **12** months
- Category Listing: **2**
- Listing as Featured Benefit: **1X3** months
- Listing as Recommended Benefit: **1X3** months

Brand Exposure

- Corporates Endorsing: **118**
- Total Users Exposure: **126,221**
- Newsletters Sent: **4,489,088**

Traction

- Direct Benefit Visits: **691**
- Newsletter User Visits: **308**

Transaction

- Number of Benefits Claims: **224** Request
- Number of Benefit Referrals: **21** Requests
- Number of "Who Got This" checks: **441**

Revenue Generated (Estimated)

- Revenue: USD **19,467**
- Employer Subsidized Revenue: **0%**
- ePN Listing ROI: **1,000%**

ROI in 12 months



References can be furnished upon request





employee benefits centre

0 customizations

0 complains

0 uninformed clients

0 downtime

**when ZEROs
matter**





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