

Velocity Frequent Flyer surpasses 8 million members

The opportunity

In an environment where consumer choice and price rule, loyalty is fleeting. Despite the competitive landscape, acquiring new members remains a key priority for Velocity Frequent Flyer, the award-winning frequent flyer loyalty program of Virgin Australia. As Velocity broadened its program, it sought to acquire new members to include business travellers, vacationers, and consumers who make everyday purchases.

Velocity partnered with Rokt to launch an acquisition campaign on Rokt's premium network. Rokt saw an opportunity to help Velocity quickly scale by using Acquire Prime, our primary ad placement in the Rokt sign-up module.

The solution

Rokt leveraged our platform to instantly register new members to the Velocity loyalty program by connecting with consumers when they are most engaged—just after they made an online purchase. Rokt invited consumers to join the Velocity Frequent Flyer program, pairing the invitation with a sweepstakes or other relevant offer based on data gathered at the point of purchase.

Once consumers agreed to join, Rokt fed member details into Velocity's API. To scale consumers, Rokt leveraged Acquire Prime, our premium placement, which moved the Velocity offer further up in the consumer path to ensure higher sign-up and engagement rates. Rokt also monitored and freshened the creative and the engagement offer to strengthen campaign results.



Rokt is without a doubt one of our most important paid media channels from an acquisition perspective. We have a real confidence in our investment with Rokt.

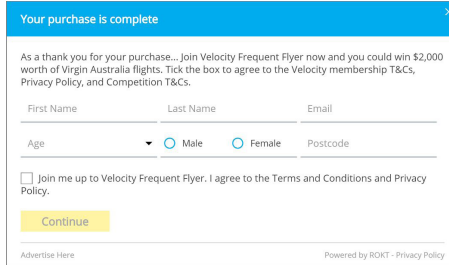
Head of Marketing & Analytics, Velocity Frequent Flyer



The user journey

1

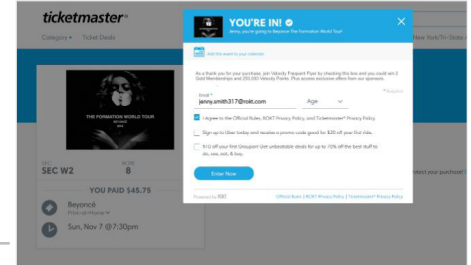
Rokt powers an engagement message to consumers, which entices them to join the Velocity Frequent Flyer program and enter a sweepstakes for a chance to win \$2,000 worth of Virgin Australia flights



Velocity connects with customers just after they complete an online purchase. An attractive offer (i.e., sweepstakes, business class flights, etc.) drives referrals.

2

Consumers continue through the Rokt journey



Once consumers engage with the offer, the referrals are generated and sent to Velocity's API

The results

Membership Growth

+8M

Rokt helped Velocity Frequent Flyer grow its membership base to over 8 million customers

Engagement Rate

10%

of all consumers who saw the offer to join through Rokt's platform enrolled in the program

Acquisition Rate Using New Rokt Product

50%

Since launching on Acquire Prime, Velocity grew the daily registrations through Rokt by 50%

Rokt solution

Rokt Acquire - Only Rokt connects advertisers to customers when they are most receptive — just as they've made an online purchase. Rokt serves native ads into the transactional flows of the world's leading e-commerce sites at the precise moment their customers are most open to messages from other brands.

With Rokt Acquire, you can:

- Discover new audiences
- Acquire customers at scale
- Increase market share
- Improve marketing ROI
- Drive higher engagement rates
- Build brand awareness
- Drive conversions
- Optimise campaigns to maximise outcomes
- Track campaign performance and manage conversions

To start acquiring new customers, reach out to your **Rokt contact** or email **info@Rokt.com**