

# Kurt Geiger drives £3m in sales in the most successful NHS campaign during COVID-19

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**Groups**

NHS • Students • Military

**Country**

UK 🇬🇧 • US 🇺🇸

**Sales driven**

£3m+

## BEFORE GOCERTIFY

Kurt Geiger was running an NHS discount during the pandemic to give back to those that deserve it most. They used a closed-group voucher site like Blue Light Card for verification. This caused unexpected headaches; they were **inundated with messages from customers asking for help to verify, verification took up to 2 weeks and the conversion rate from promoting the campaign to sale was low.**

## WHY GOCERTIFY

The team swapped to the Gocertify onsite widget, in order to own their acquisition of these customers and to market their offer more prominently across their site and other channels - as well as offloading customer support to the Gocertify team and reducing their costs significantly.

It was important for their Marketing team to be able to experiment with their strategy, and gocertify enables them to change their offer quickly in line with their marketing calendar (boosted fortnightly offers), add and remove groups when needed, split test messaging, and more.

## THE RESULTS

Kurt Geiger now has one of the most widely known 'NHS Heroes' offers/ campaigns and has built incredible loyalty with this audience; as well as running Student and Military offers alongside. Some key facts from the partnership include:



**120% increase** in conversion



**£70k uplift** in monthly revenue



**58%** new customer rate



**40%** verification > purchase

Gocertify has been a pivotal partner to Kurt Geiger as we set out on our mission to thank the NHS for its incredible efforts during COVID-19. We wanted to offer 50% off our entire range in a bid to show that Kindness was going to be the new Luxury but importantly to do so in a way that offered the best brand, user, and on-site experience.

We have seen incredible success in the performance of our NHS offer, with over £1.5million in revenue generated through Gocertify. During the peak of the campaign, we saw a conversion rate 120% higher than our previous verification partner and customer service queries falling by 80% thanks to the immediacy of verification.

The strong performance has led us to launch NHS and Student verification with our other brands in the UK and US, which is a testament to the easy setup, verification process, and how influential the partnership has been to our brand and performance.



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