gocertify | sofa.com

Sofa.com drive NHS & Key Worker sales with streamlined gocertify solution - view campaign +

Groups	Country	Sales driven
Key Workers	UK 🇬🇧	£170k+

BEFORE GOCERTIFY

Sofa.com were utilising traditional voucher code and third-party marketing sites to drive affiliate sales. This meant customers had a long shopping journey before they reached the website and were often disappointed by codes not working or reaching the checkout on-site before trying to find the best deal, or even deciding to shop elsewhere.

WHY GOCERTIFY

Looking to offer NHS & Key Worker discounts on-site with a seamless solution that involved minimal tech work and a fully managed integration. It was important that Sofa.com could run **customisable offers** based on key dates of the year including sale periods.

THE RESULTS

💸 **5x increase** in monthly revenue

📈 **5400%** ROI

⏰ **30 seconds** on-site verification

🥇 **Market leading** conversion rate

WHAT'S NEXT

Sofa.com is looking to utilise their key worker offer across new digitial market channels and run new campaigns based on promotional dates this year

"We were trying to offer NHS and key worker discounts ourselves rather than just through affiliate partners to help diversify our touchpoints for customer discounts and to help keep costs down. We went with gocertify as the set-up was straightforward and the costs were extremely competitive. The tech itself was a selling point too, it just worked flawlessly. Since using gocertify we've had great results; we're seeing web customers converting at least 5x higher than other (similar) partners and they're now in our top 5 partners for last-click revenue."



Sam Ben-David
Digital Marketing Manager