

Customer Success Stories

How Taxfix increased referrals by 95% with Voucherify, Braze, and Amazon Incentives?

 voucherify

 taxfix





tax:fix

Industry: Finance & Insurance

Size: 500-1000 employees

Location: Germany

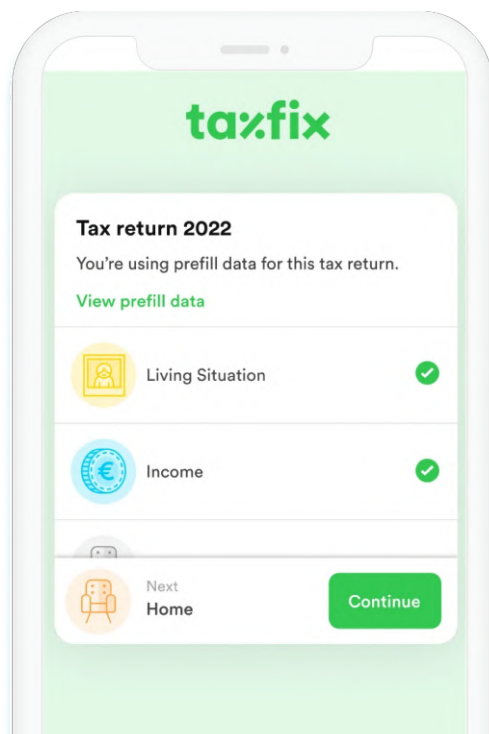
Customer since: 2022

Overview:

Taxfix is a German fintech startup that has quickly gained momentum. The company's core offering is a **mobile app designed to make tax filing easier and more accessible for individuals and small businesses**. Founded in 2017, Taxfix has since expanded its reach to other European countries, including Spain, Italy, and the UK, to provide financial solutions to a broader audience.

The company's development has been marked by a focus on **simplifying the tax filing process**, allowing users to navigate their tax obligations more easily and efficiently.

By offering a **user-friendly mobile app**, Taxfix aims to demystify taxes and make the process less intimidating. The typical Taxfix' user can finish the entire tax filing process in **approximately 22 minutes**, utilizing either a mobile or web app.



The challenge

The financial industry is **highly competitive**, marked by constant efforts to differentiate and capture market share. Adapting to ever-evolving consumer needs and regulatory changes further complicates the situation.

Moreover, the rise of digital platforms and mobile apps in the financial sector has **expanded consumer choices and streamlined the process of switching between service providers**. This shifting landscape poses a significant challenge for businesses in the industry as they strive to retain customer trust and loyalty in the face of increasing alternatives and fintech disruptors.

In response to these challenges, **Taxfix**, a German financial technology company, embarked on a mission to **develop a referral program to enhance customer acquisition within the realm of tax and finance**. Their overarching goal was to establish a robust and user-friendly referral system that not only improved customer satisfaction but also cultivated deeper engagement with their brand through referrals.

TAXFIX NEEDED A SOLUTION THAT WOULD:

1

Offer an API-first referral and discounting system.

2

Effectively integrate with other marketing automation tools.

3

Boost revenue generation from the Taxfix user base through referrals and tailored offers.

Why Voucherify?

To maximize customer acquisition, Taxfix has employed referral tactics before. However, **their previous refer-a-friend initiatives lacked market receptiveness and user engagement**, primarily due to outdated technologies and manual execution.

That is why Taxfix turned to **Voucherify** and **Braze** to maximize their referral potential with modern API-first solutions.

Voucherify and Braze provides Taxfix with all the necessary features to carry out their bespoke **referral campaign**:

- ✓ **Referral program setup:** Voucherify enabled Taxfix to establish the referral program's framework, including referral rewards of \$30 Amazon gift vouchers and 50% discounts on the first tax return for invited friends.
- ✓ **Omnichannel engagement:** Thanks to ready integration between Braze and Voucherify, Taxfix could quickly build an engagement framework with relevant email and push notifications.
- ✓ **Effective segmentation:** Braze enabled critical segmentation of the referral audience and prioritization of high-engagement Taxfix users.

The integration of Voucherify and Braze propelled our referral campaign from concept to reality quickly. Voucherify's API-first architecture matched our referral strategy like a glove, while Braze's advanced messaging capabilities increased open rates and overall program engagement.



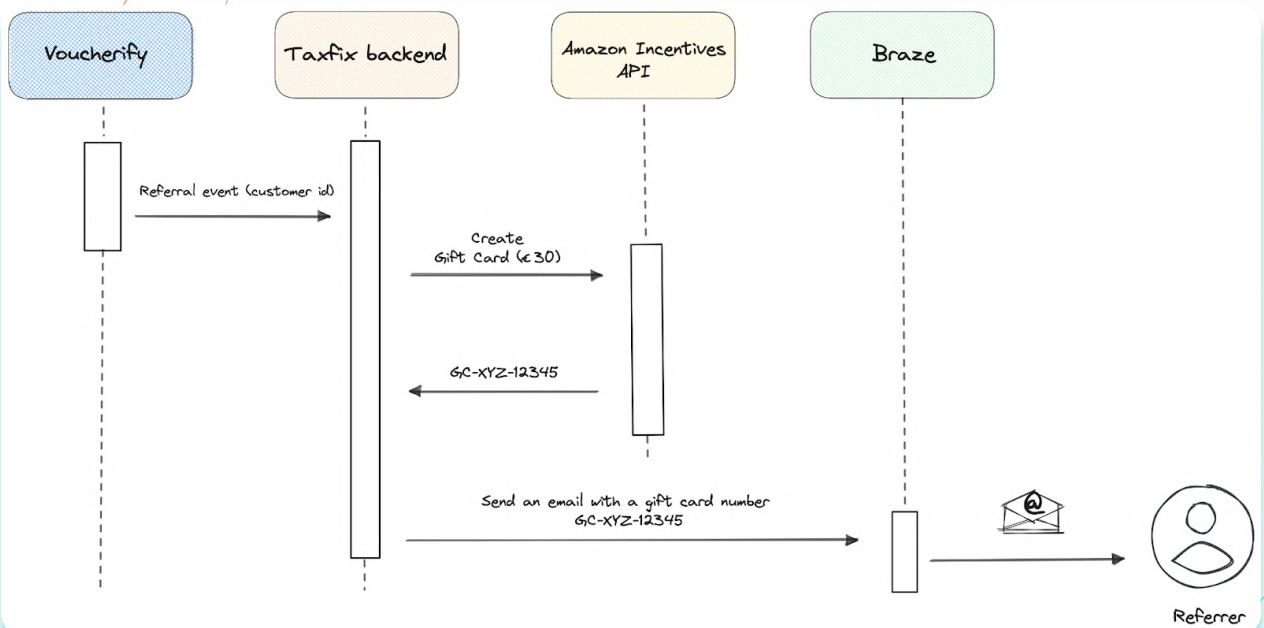
Lucas Massuh

Director of Product Management

Program structure

To create an end-to-end referral experience, Taxfix:

- ✓ Generated referral codes in Voucherify.
- ✓ Defined the discount for the invited friend (50% off tax return).
- ✓ Defined a successful custom referral event – using the referral code during sign-up.
- ✓ Promoted referral program with Braze emails and push notifications, including a deep link to the in-app referral view containing the referral code.
- ✓ When a referral event occurred, they sent a webhook to the Taxfix backend system.
- ✓ Backend called the Amazon Incentives API to get a new gift card code and send it with a transactional email to the customer (processed via **SendGrid**).



With every referral code application, **Voucherify sent a webhook notification to the Taxfix system.**

Use Webhook as distribution channel

Event name *
referral

Target URL *
http://webhook.site/acme3

Include attributes

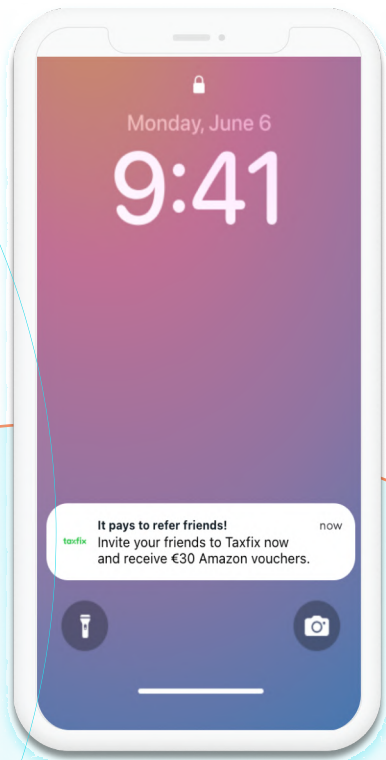
Customer Promotion tier

Segment Campaign

Voucher Publication

Redemption Order

Select all Remove all



Next, **Taxfix backend called Amazon Incentives API to create rewards** (\$30 Amazon gift cards) for each successful referral.

The Taxfix team used **Braze** to divide their audience into different groups and prioritize those who were most engaged. They strategically encouraged the involved users to refer more people by sending them push notifications and emails.

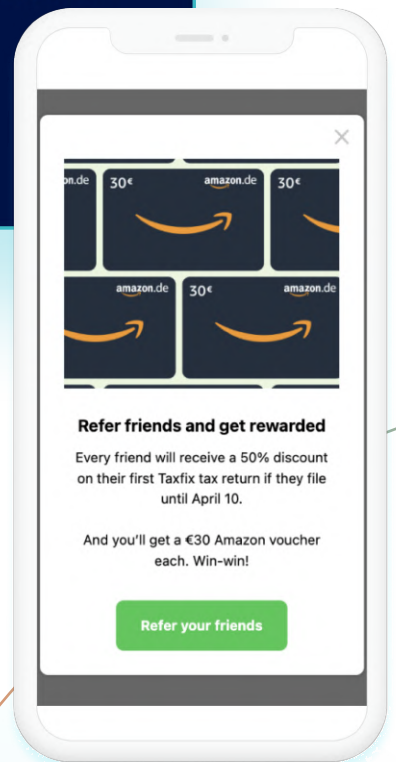
Amazon Incentives API

Voucherify, in conjunction with Taxfix, has harnessed the **Amazon Incentives API** to enhance their referral program capabilities. This collaboration integrates Amazon gift cards as a reward option within Taxfix' referral campaigns.

The Amazon Incentive API allows brands to **recharge customers' Amazon accounts, programmatically activate physical gift cards,** and **create gift cards for specific product categories.**

Furthermore, the API **streamlines the process with an easy and secure method for generating gift cards,** making it an effective tool for referral programs and promotional campaigns.

```
Request
1 <CreateGiftCardRequest>
2   <creationRequestId>YourPartnerIDSpecTest001</creationRequestId>
3   <partnerId>YourPartnerID</partnerId>
4   <value>
5     <currencyCode>EUR</currencyCode>
6     <amount>30.00</amount>
7   </value>
8 </CreateGiftCardRequest>
```



When utilizing the Amazon Incentives API, the **initial step involves making an API call to create Amazon gift cards.** This API call is typically done through HTTP requests.

To make a successful API call, **businesses need authentication credentials.** These credentials are obtained by accessing the Amazon Incentives portal and creating access keys.

Effective incentive distribution with Braze

Braze enabled **critical segmentation of the referral audience** and **prioritization of high-engagement Taxfix users**.

Targeted app users were strategically enticed to increase their referrals through **push notifications** and **emails**. The referral messaging featured a **deep link** directing potential advocates to a dedicated app view to access their personalized referral codes.

The selection of the target group for the referral campaign was based on various factors such as:

- ✔ **Submission status**
- ✔ **Seniority**
- ✔ **Channel enablement (email and push)**
- ✔ **Promotional email consent**

Hi 🐾,

Inviting your friends to Taxfix is definitely worth it! You'll receive a **€30 Amazon voucher** each for up to 10 friends who submit - your friends will get **50% off their first tax return** with Taxfix. Win-win!

Here's how it works:

Go to the Taxfix app, click on the gift icon in the upper right corner, copy the referral link and share it with your friends.

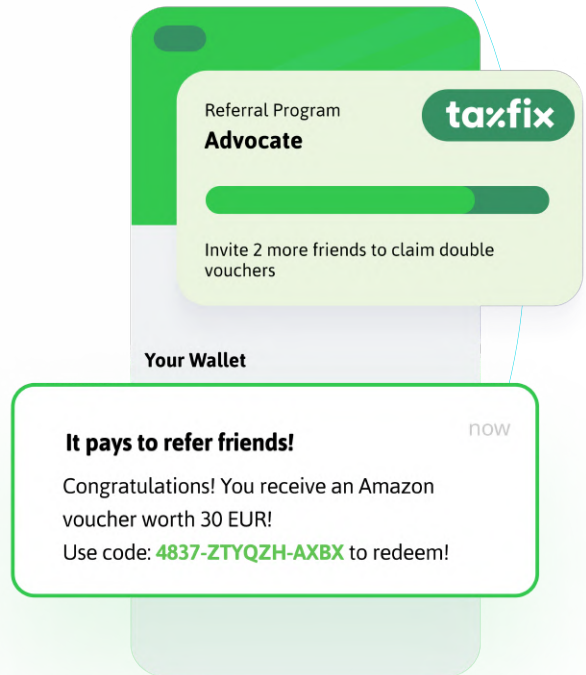
Once a friend redeems the discount and submits a tax return **by April 10**, we'll send you a €30 gift card for Amazon as a "Thank You".

[Invite friends now](#)



To cater to other promotional needs besides referrals, Taxfix uses **Braze Connected Content** to retrieve exclusive discounts from Voucherify and embed them into messages through an API connection.

This approach enables Taxfix to **effectively address the challenge of customer retention**, a crucial aspect for any fintech provider. Also, by applying **one-off promo codes**, Taxfix can effectively combat discount fraud and enhance campaign ROI tracking and marketing attribution.



Apart from the highly successful referral campaign run in Germany, where the referring users are granted Amazon vouchers, **Taxfix is also running other promotions powered by Voucherify:**

- ✓ **Standalone discount codes for specific demographics (e.g., students or soldiers).**
- ✓ **Apology campaign for failed tax returns (20% off the service).**
- ✓ **Discount for the first tax submission (5€ off).**


The Taxfix team also executed a **“File More, Save More”** campaign through Braze, which aimed to **prevent customer churn and incentivize users to choose Taxfix** again for their tax filing needs in the upcoming year. This campaign leverages **personalized offers generated by Voucherify and shared via Braze.**

To penetrate new markets, **Taxfix runs an influencer program via generic promo codes (e.g., 15% off) assigned to a particular influencer.**

The detailed tracking of each influencer's performance is possible via a **connection with Looker** and **the use of metadata attached to each code defining attributes such as:**

- ✓ Influencer
- ✓ Source
- ✓ Niche
- ✓ Product type

The connection between **Looker** and **Voucherify** allows them to take a holistic view of all campaign data, query and visualize that information.



The image shows an Instagram post from the user 'nathalee_finances'. The main content is a photograph of a desk with a white keyboard, a coffee cup, and several U.S. tax forms, including Form 1040-NR-EZ and Form 1042-S. A black pen is resting on the forms. The post has a caption in English and a comment in Russian.

nathalee_finances Instagram

Are you staring at your tax forms like they're written in a foreign language?
🤔 Worry not, because Taxfix is here to rescue you! 🙌🇺🇸

💡 Use code: NATHALEE15! and get a fantastic 15% OFF your first tax return with Taxfix! 🎉🇺🇸💰
Say goodbye to tax stress, and hello to savings! 🚀🇺🇸

Click the link in my bio and let Taxfix work its magic on your taxes today. 🙌🇺🇸

Quick iterations made possible by API-first integrations

To streamline the campaign creation process, the Taxfix team built a **simplified dashboard for influencer voucher codes in Retool** where the team can quickly add, delete, or edit specific codes in bulk. The same tool is used for B2B use cases where employers can receive discounts for offering Taxfix as a work benefit.

Vouchers

Code	Category	Start date	End date	Redemptions	Influencer name	Niche
YULIATAX • ACTIVE	Influencers	Aug 1, 2023	Oct 4, 2023	2000	Yulia Koramazev	Sports
BJORNTAX • ACTIVE	Influencers	Jun 1, 2023	Nov 4, 2023	3500	Björn Ramk	Travel
CHRISTAX • ACTIVE	Influencers	May 31, 2023	Sep 1, 2023	4000	Chris Zalewski	Finances

Thanks to the **API-first architecture** and “**buy and customize**” approach, Taxfix team could quickly implement new solutions on top of the granular **REST API offered by Voucherify**.

Whether it's **Uniform or Looker for analytics**, **Braze or SendGrid for messaging**, **Retool for streamlined management**, or **Make for campaign automation**, Voucherify could be quickly added to the existing workflows to drive CLV at low monthly subscription cost.

Moreover, the iterations are made quick by a set of **Sandbox APIs** and **easy troubleshooting via audit logs**, significantly reducing Taxfix's time to market and the overall development costs.

I feel that we are in a really good place right now with Voucherify. I appreciate the customization options that we were given to make the tool fit our needs to the letter.



Lucas Massuh

Director of Product Management

Given the success of the referral campaign carried out in Germany, **Taxfix is now preparing a new referral campaign to bolster app adoption in the Spanish market.** This time, they have opted to leverage the Braze Connected Content feature and integrate Voucherify-generated referral codes directly within messages.

This approach ensures a seamless UX, allowing recipients to access and utilize their referral code without any additional steps.

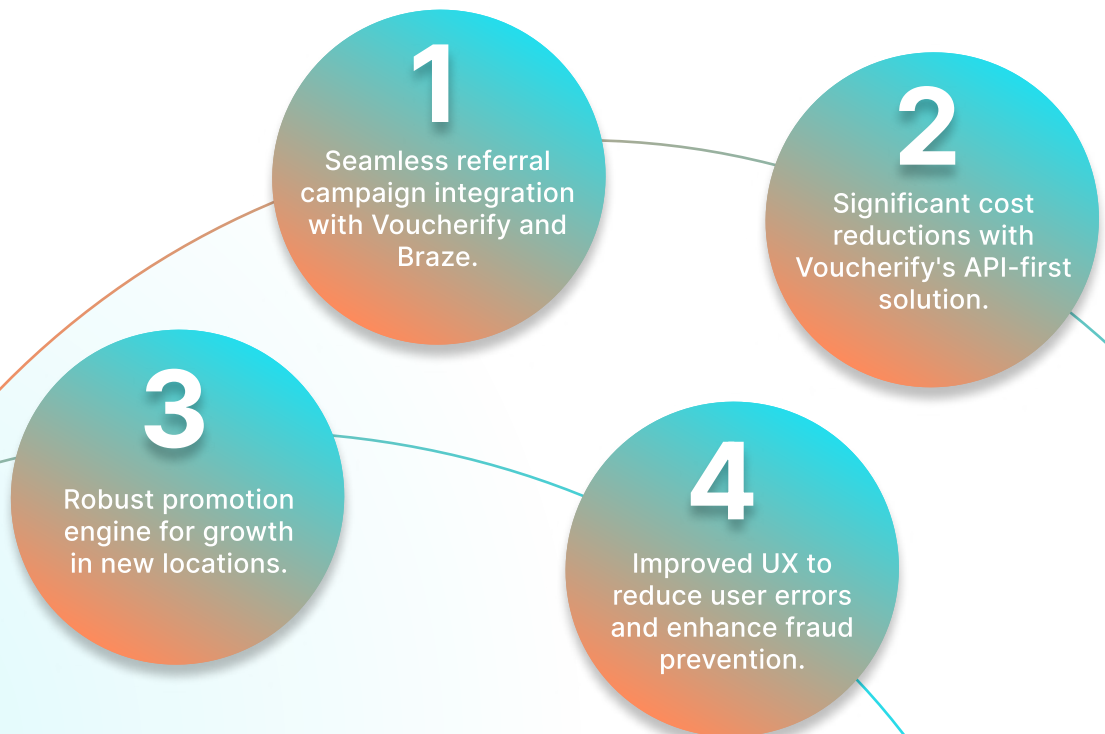


Results

With Voucherify, **Taxfix was able to overcome all the initial challenges associated with creating an effective referral program** for their finance brand and achieve tangible results:

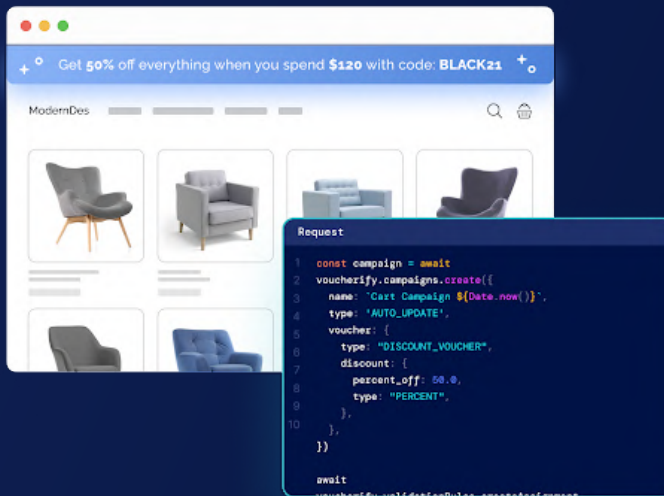
- ✓ **95% increase in referral-driven sign-ups.**
- ✓ **Accelerated iteration time and lower development costs.**
- ✓ **Accelerated time to value and quick mix and match of campaign scenarios due to deploying API-first tools.**

By deploying an API-first promotional tool, Taxfix was enabled to stay agile and responsive to their evolving market needs.



Switch to an API-first Promotion Engine

Contact sales for a personalized demo or **sign up for a free trial** and give Voucherify a try. You have 30 days to test your unique ideas for promotions and feel the power of a new cross-channel experience created with incentives. You can also prolong the trial during the integration or go for the free plan when your platform usage is low.



 voucherify