TRADING AND INVESTMENT COMPANY · CUSTOMER REFERRAL & REWARDS PROGRAM | CUSTOMER LOYALTY

Scaling referrals without blowing the reward budget

How a digital trading and investment platform built an always-on referral engine on Xoxoday Loyalife to scale trust-led acquisition, with fraud controls and per-user caps holding the reward budget in place.

31%	2.4x	43%
Reduction in customer acquisition cost	Higher referral-to-conversion ratio	Lift in engagement among active referrers

CAPABILITIES USED

CUSTOMER LOYALTY
Configurable Reward Engine
Points-based referral rewards on a configurable engine supporting campaign-level overrides, seasonal boosts and referral caps per user.

GOVERNANCE
Fraud Controls & Audit-Ready Reporting
One-time referral validation, duplicate account checks, referral cap enforcement and anomaly reports, so an always-on referral program does not become an open-ended reward liability.

THE CHALLENGE

Referrals scale acquisition, and reward leakage with it

The platform wanted to scale customer acquisition through trust-led referrals, while tightly controlling reward leakage and improving subscription conversion. Referral programs in trading are unusually exposed: sign-up incentives attract duplicate accounts and gaming, and a free user who never converts to a paid plan is acquisition cost with no return.

- **High-quality sign-ups** - increase high-quality new user sign-ups rather than volume alone
- **Cross-product engagement** - improve engagement across trading and advisory products
- **Free-to-paid conversion** - convert free users into paid subscribers
- **Fraud prevention** - prevent referral abuse and fraud at the point of validation

COMPANY PROFILE

INDUSTRY
Capital Markets & Online Trading

PROGRAM
Customer Referral & Rewards

REGION
India

USE CASE
Customer Acquisition & Loyalty

THE SOLUTION

Always-on referrals, bounded by design

The platform built a referral and rewards program on Xoxoday Loyalife, treating the reward engine and the fraud controls as one system rather than a campaign layered onto a compliance afterthought.

- **Configurable reward engine** - referral links and codes for existing users, with both referrer and referee earning points on a shared rules set
- **Campaign layering** - marketing can run limited-time promos or seasonal point boosts on top of the standard referral reward, without changing the always-on program
- **Subscription conversion** - when a referred user upgrades to a paid plan, a discount is triggered automatically, with the discount percentage, usage limit and expiry all set by the brand
- **Fraud controls** - each referral is validated once and checked against existing accounts, so duplicate or fraudulent sign-ups are caught before any reward is paid out
- **Caps and audit** - referral rewards are capped per user to keep the payout budget predictable, with anomaly reports flagging unusual patterns for the team to review
- **Flexible redemption** - referrers redeem their rewards as coupons or UPI cash payouts from a catalogue the brand curates and manages

THE RESULTS

Lower CAC, better conversion, rewards spend under control

Referrals from existing users cost 31% less to acquire than paid channels, since both referrer and referee are already earning toward a payout rather than being bought through ad spend. The discount fires only when a referred user upgrades to a paid plan, not at sign-up, which lifted the referral-to-conversion ratio 2.4x and raised free-to-paid conversion 37%.

Points-based rewards with seasonal boosts kept referrers engaged between referrals, lifting engagement among active referrers 43% and carrying that engagement across both trading and advisory products rather than one in isolation. Fraud controls blocked 2.8% of attempted referral rewards as invalid, with anomaly reports available for audit.

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