

Product Challenge - Gifting Referral

Part 1

customer gets email

landing page to
add friends' email
addresses

Dear X,
Thank you for
being such a
great customer
we would like
to gift you -
3 free trial packs
to send to friends.

[Click here] to
enter their emails.



email	add
email	add
email	add
Submit	

Part 2

friend gets email

Dear F,
X has sent you
an offer for a
free coffee trial.
[Click here] to
redeem.

Part 3

Sign-up / landing page

Trial pack info

Name

Address

email

Submit

Part 4

X's Dashboard for Gift Referral

	<u>Status</u>	<u>Redeemed</u>	<u>Cancel Minute</u>
email 1	sent	yes	
email 2	sent	No	<input checked="" type="checkbox"/>
email 3	available		