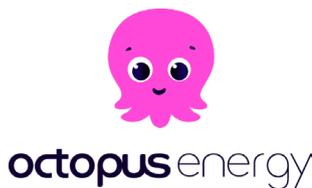


Case Study:

How Octopus Energy Enhanced Customer Loyalty with a Scalable and Integrated Voucher Strategy



Octopus Energy, the UK's largest energy supplier with more than 10 million customers, wanted to strengthen its customer loyalty programme by offering an ongoing reward that delivered real value at scale.

Rakuten TV Enterprise partnered with Octopus Energy to integrate premium movie vouchers directly into their loyalty journey, providing a flexible, sustainable, and cost-effective solution that customers could claim easily through the Octopus Energy app.



The Challenge

With a large and diverse customer base, Octopus Energy needed a reward mechanism that could operate continuously, adapt to demand, and provide tangible value without increasing operational complexity. The goal was to deliver a benefit that felt meaningful for customers while remaining efficient and scalable for the business. The solution had to integrate smoothly into their existing loyalty programme and support long term engagement.



The Solution

Through Vouchers, Rakuten TV Enterprise delivered a solution suited to Octopus Energy's broad customer base. With a wide catalogue spanning all major genres, Rakuten TV offers something for every viewer, making movie vouchers a universally appealing reward.

Operationally, the setup was designed for efficiency and scale. Rakuten TV Enterprise supplied voucher batches on demand, allowing Octopus Energy to request new codes as previous ones were claimed. This created a cost effective reward pipeline that adapted to customer uptake without increasing internal workload.

For end users, the experience was direct and accessible. Movie vouchers were fully integrated into the Octopus Energy app, enabling customers to obtain and redeem codes within a familiar environment. With the Rakuten TV app pre installed on most Smart TVs and available across all major devices, redemption was immediate and straightforward.



The Impact

The collaboration established a long-term and reliable reward pipeline for Octopus Energy, helping to reinforce customer loyalty. By offering a premium entertainment benefit that customers could redeem instantly across Smart TVs and major devices, the programme delivered both relevance and accessibility.

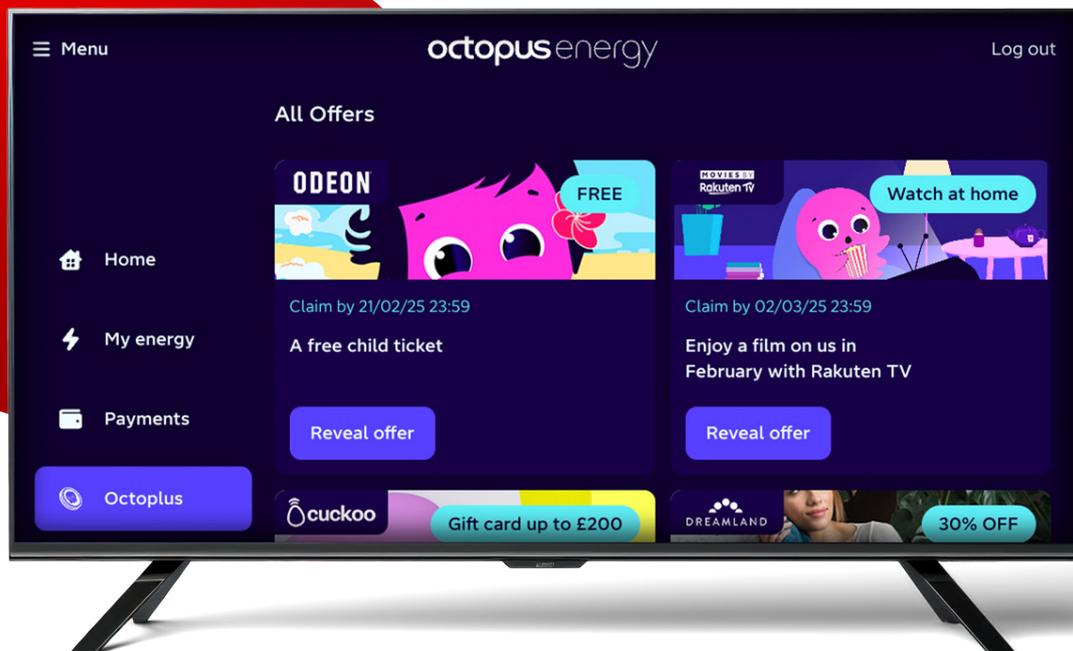
This ongoing initiative enabled Octopus Energy to:

 **Provide a scalable reward** that adapts to real time customer demand.

 **Deliver a cost-effective benefit** with strong perceived value.

 **Strengthen long term customer engagement** through a reward users can enjoy immediately.

The partnership continues to offer Octopus Energy a flexible and sustainable way to reward millions of customers, demonstrating how Rakuten TV vouchers can support loyalty goals at scale.



Rakuten TV is one of Europe’s leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform’s integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.