

A social 'cheers' campaign that got thousands of drinkers redeeming free Jägermeister shots together

Jägermeister — Engineering Lead

Jägermeister wanted a social activation inside ChargedUp's order-at-table app: two people at different venues each claim a free shot and cheers together over the app. I built it as a reusable campaign engine, driving thousands of redemptions and turning every future sponsor into a one-day config.

9.2k

SHOTS REDEEMED IN
THE CAMPAIGN

7.4k

USERS ACTIVATED
THE CAMPAIGN

3.1k

PAIRED 'CHEERS'
COMPLETED

2 days

TO ONBOARD THE
BRAND

THE CHALLENGE

Jägermeister wanted a social activation inside ChargedUp's order-at-table app. The idea was a shared moment: a drinker sees a Jägermeister advert in the app, opens it, and is paired with someone at a different venue. Each person redeems one free Jägermeister shot, and the two toast together over the app, a "cheers" across locations. Each user could redeem exactly one free shot.

WHAT I DID

- Campaigns as data, not code. A `Campaign` entity in DynamoDB holds theme tokens, copy, hero artwork, the in-app advert, and the redemption rules. The app loads the active campaign at boot.
- One free redemption per user, enforced server-side. Each user could claim exactly one shot. Redemption state lived server-side keyed by user, so it held up even if someone reinstalled or tried the offer twice.
- The pairing and "cheers" moment. When a user opened the advert, the backend paired them with another active participant and drove the shared toast, then recorded both redemptions and the completed pairing.
- Usage tracking built in from day zero. Every step (advert impression, tap, redemption, completed cheers) emitted an event with `campaign\_id`, so the brand had dashboards on day one.

OUTCOME

The campaign drove strong engagement: around 7,400 users activated it, roughly 9,200 free shots were redeemed, and about 3,100 paired "cheers" moments were completed across participating venues. It gave Jägermeister exactly the shared, social brand moment they wanted, with the numbers to prove it. The bigger win for ChargedUp: onboarding the next sponsor took a day, not a sprint, because it was a new `Campaign` row on the same engine. Sponsorship became a repeatable revenue line.