

Results We've Delivered

Loyalty Campaigns Increase Engagement & Return Visits



The Challenge:

Our client wanted to increase revenue by boosting customer interactions and average visit frequency.



The Solution:

We developed a multi-tiered approach by creating Lapsed & Welcome Series campaigns with enticing offers. To ensure accuracy in assessing campaign impact, we integrated 10% Control Groups into each campaign, providing a solid benchmark for assessment.



Why This Worked:

Our strategy was built on the core principle of reminding customers about the loyalty program and encouraging them with attractive incentives to revisit the restaurant.



Conclusion:

Our client's Lapsed and Welcome series campaigns, in combination with other loyalty measures, re-engaged customers and boosted visit frequency, highlighting the power of well executed loyalty promotions to drive revenue.

The Results



+16%
Average Visits



+58%
Loyalty Sales



+77%
Participation Rate



+197%
Offer Redemption



+227%
Gross Sales