



# Results We've Delivered

## Automated Campaigns to Reach Lapsed Guests



### The Challenge:

After a few years of recency-only based targeting for lapsed customers, our QSR client wanted to increase the probability of bringing these guests back.



### The Solution:

We built four unique journeys to target different audiences:

- Large spenders who buy family meals
- More budget-conscious guests who buy individual meals
- Severely lapsed guests, whose purchase history was no longer relevant
- Guests who were unaffected by the Welcome Journey, and never made a loyalty purchase

Guests were targeted by the relevant campaigns on a bi-weekly automated cadence. RLS monitored the campaigns and promptly replaced the less-effective or overly generous offers to ensure optimal ROI.



### Why This Worked:

Targeted lapsed user journeys were 1.5 to 2X more effective than the one-size-fits-all campaign. After the initial setup period, the campaigns required minimal effort to execute.

## The Results



**+\$806,464**  
Annualized Net Redeemed Sales



**+210,910**  
Annualized Recovered Guests



**+\$4.5M**  
Annualized Total Revenue

Want to learn more? Reach out! [olga@restaurantloyaltyspecialists.com](mailto:olga@restaurantloyaltyspecialists.com)