



**Results
We've
Delivered**

Case Study: Reactivating Lapsed and Inactive Members



The Challenge:

Our CDR client had nearly 300K loyalty members who never transacted. Another 65K members had lapsed for over 180 days. We wanted to motivate these guests to engage with the restaurant.



The Solution:

Eight distinct campaigns, each featuring an attractive offer associated with some of the most popular menu items. 20% control groups allowed us to measure the true impact of each campaign. Weekly rotation of offers prevented repetition and ensured sustained interest.



Why This Worked:

The success is attributed to the curation of offers. We leveraged the historical bestsellers, to bring the brand awareness back into 'top of mind' and gave the guests a reason to visit the brand.

Next Steps: The two best-performing offers were selected to run twice a month for all of Q4 2023.

The Results



+6%
Loyalty Sales



+\$67,000
Incremental Sales



+\$80,000
Net Redeemed Sales



Revenue:
+\$186,000
Net Campaign Sales

Want to learn more? Reach out! olga@restaurantloyaltyspecialists.com