

Click to Load Engagement Campaign



The Challenge

A fast-casual pizza brand has a strong loyalty program, but they were new looking for ways to drive new loyalty registrations and engage current members while capitalizing on the excitement of their "home team" being in the playoffs.

The Recommendation

Loyalty members were sent a click-to-load reward when the "home team" won a play off game. Before the second round of playoffs, push messages with reward details were sent to guests to drive engagement.

The Results

This restaurant brand planned a successful campaign by capitalizing on the playoff games' excitement to boost their loyalty program. They utilized both owned channels and paid media to widen their reach, attracting new members and re-engaging inactive ones. The opportunity to take a very infrequently used reward (Free Pizza) generated buzz in the local community and helped draw in new guests to the loyalty program. During the campaign, 171 guests visited for the first time, including 75 brand new guests (registered in the month of the campaign). In total, the campaign resulted in 4,241 redemptions and \$31,616 redemption spend.

171

1st Time Guest Visits

4,241

Redemptions

\$31,616

Redeption Spending