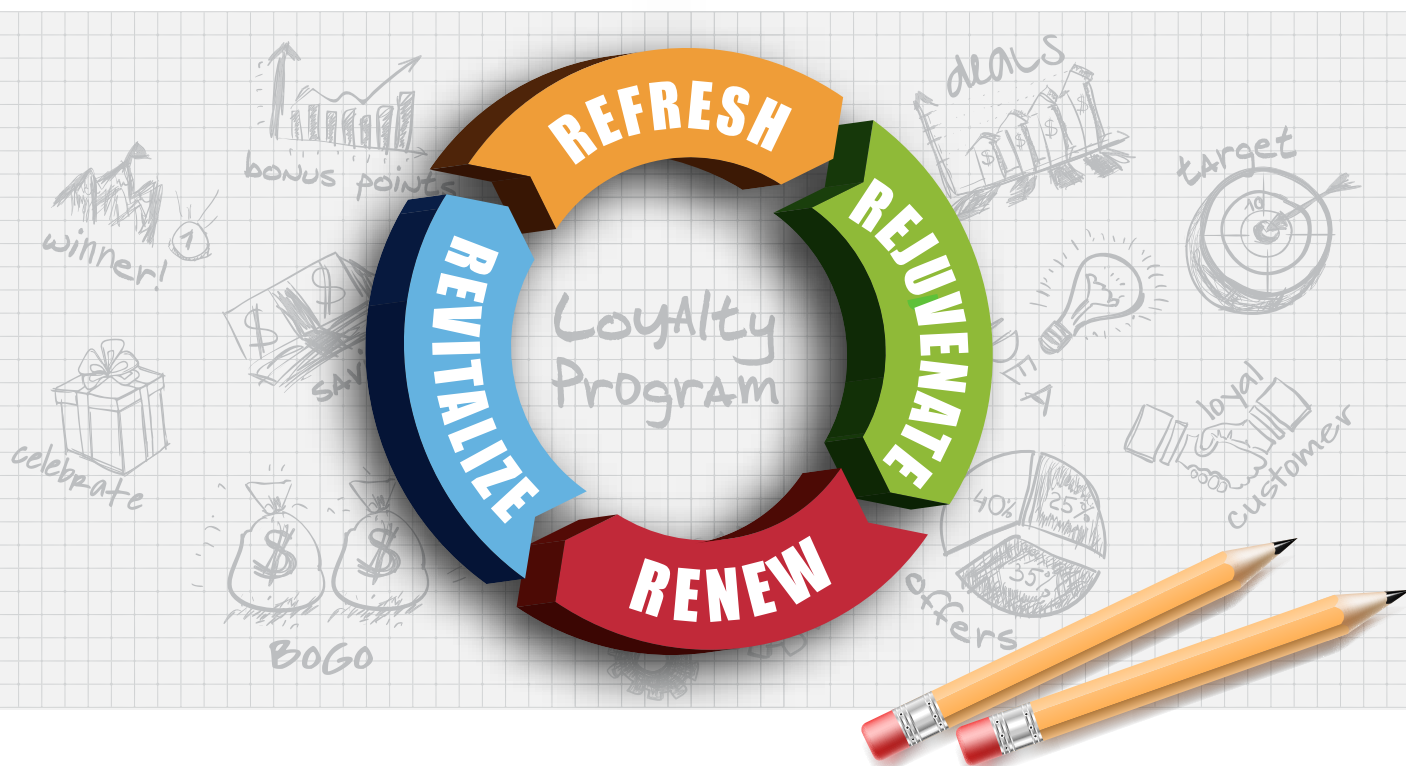


Lifecycle Campaigns



The Challenge

A quick-service restaurant brand has been looking for ways to improve engagement with their loyalty program despite utilizing a very aggressive offer strategy.

The Recommendation

After reviewing the performance of difference campaign journeys aimed to engage guests at different stages of their lifecycle, there was a clear opportunity to improve retention by revitalizing the messages and offers being utilized in 1-1 Win Back campaigns.

The Results

This restaurant brand saw significant improvements to their 1-1 Win Back campaign performance, driving 11.5% incremental visit lift and 3% spend lift by introducing updated messaging and offers optimized to drive profitable visits. The brand's marketing team was very pleased with the boost in retention leading to increased sales as a result of the engagement with these updates. Moving forward, the team intends to review lifecycle campaign performance quarterly to identify optimizations early and ensure messaging remains fresh.

11.5%
Visits Lift

3%
Spend Lift