



Lou Malnati's Reignites Loyalty with a Full-Funnel Relaunch



The Background

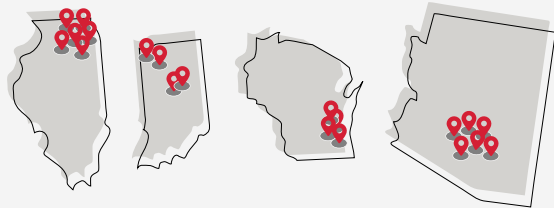
Founded in 1971, Lou Malnati's Pizzeria is a Chicago icon famous for its authentic Deep Dish and Thin Crust pizza. 55 years later, the brand has grown to over 70 locations across Illinois, Indiana, Wisconsin, and Arizona, and ships its pizzas nationwide through its e-commerce business, Tastes of Chicago.

Lou Malnati's success has always been rooted in something deeper than scale: an intensely loyal customer base. Guests don't just enjoy Lou Malnati's; they grew up with it, celebrated with it, and ship Lou's pizzas across the country.

That loyalty existed long before any formal rewards program, which created both an opportunity and a challenge.

60+
LOCATIONS
ACROSS ILLINOIS, INDIANA
ARIZONA, WISCONSIN,

FOUNDED
IN 1971



The Challenge

Lou Malnati's recognized that its existing loyalty program wasn't delivering enough value or making its most frequent guests feel as valued as they truly were. At the same time, the brand knew it couldn't risk disrupting the connection it had already built. For Lou Malnati's, the goal was never simply a technology upgrade. It was to reimagine and relaunch the relationship with its most loyal guests, without losing what made that relationship special in the first place.

Paytronix's Solution

Lou Malnati's partnered with Paytronix to execute a bold, all-at-once transformation: a complete loyalty relaunch spanning platform, program, and experience, delivered simultaneously.

While most brands would phase a project of this size, Lou Malnati's took a different approach. With an active base of loyal members and a time-sensitive opportunity to elevate the experience, the team chose to move forward with several launches executed as one unified strategy.

Platform Migration: No Member Left Behind

First, it was paramount that every existing loyalty member moves to Paytronix seamlessly, preserving continuity for guests and trust between the two teams. Paytronix's strategists and onboarding team worked alongside Lou Malnati's from day one, providing hands-on support throughout the transition.



Program Redesign: Built for Value and Flexibility

The loyalty program was rebuilt from the ground up around one guiding question: how do we make members feel more valued?

Working with Paytronix, the two teams agreed on a series of enhancements, a shift to bankable points that members accumulate and spend on their own timeline, more reward choices, and year-round personalized offers and experiences.

New members can receive a welcome offer:

A free personal Deep Dish or small Thin Crust pizza with a \$10 minimum spend, redeemable within 14 days.

Existing members, meanwhile, were rewarded for the loyalty they had already shown. They were **gifted bonus points at relaunch**, enough to redeem a reward immediately, as a genuine thank you.

Results

+6%

In loyalty enrollments

+8%

In loyalty visits

+9%

In loyalty spending

These results tell a consistent story: more guests are joining the program, visiting more frequently, and spending more when they do. This wasn't a single-metric spike; it was a fully aligned performance lift across acquisition, engagement, and revenue, achieved on top of an already highly engaged base. In other words, Lou's Rewards program evolved from an underutilized feature into a valuable loyalty engine and fully integrated ecosystem.

Conclusion

- Lou Malnati's transformation demonstrates that modern loyalty is about more than technology; it's about rethinking how you deliver value to your best customers.
- A few years ago, the brand's loyalty program fell short of expectations and didn't fully reflect the depth of customer devotion. Today, it is a powerful driver of growth and guest engagement.
- With Paytronix, Lou Malnati's didn't just adopt a new platform; the brand used it as a catalyst to relaunch its relationship with the guests who have been there all along.