



Understanding the Efficacy of Long Term Campaigns with Paytronix



The Overview

Luna and Lime is one of the major enterprise level restaurant chains, specializing in high quality, customizable food orders. They operate several hundred locations across the United States and select international markets around the globe.

850+
LOCATIONS
WORLDWIDE

FOUNDED
IN 1990



The Challenge

To supplement the natural growth of their loyalty program, L&L took part in a long-term partnership with a partner company that offered discounts and freebies as part of their customer benefits. Although L&L achieved some growth as a result of the initiative, they began to question the value and long-term validity of the transactions brought in by the partnership versus the initiatives they run as part of their program with Paytronix.

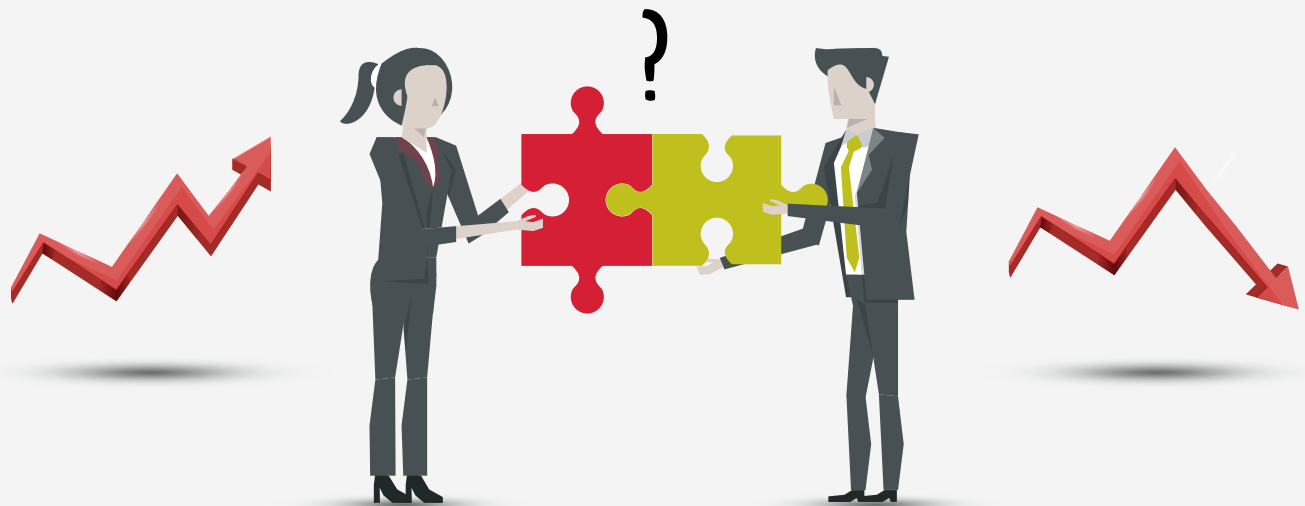
The goal was set, with L&L conducting an analysis to understand if customers brought in as a result of other large promotion events L&L had run through the year were more or less sticky than the events managed and advertised by the partner brand.

Paytronix's Recommendation

Paytronix strategists worked with L&L marketing leadership to use Paytronix's platform to review and segment the results of every activation launched with the partner company, as well as other promo event activations in the last three years to compare and chart trends.

After tracking and reviewing the impact of both campaigns, the Paytronix and the Lime teams came to the conclusion that the value of repeat purchases, or "stickiness," from customers who purchased as a result of the partner campaign was significantly lower than those of their own promo events and long-term promotions. Paytronix's historical tagging capabilities proved to be incredibly effective and were crucial in providing a long-term view of guest engagement rather than in a format that only showed single promotion-based results.

Thanks to the Paytronix recommendation, Luna and Lime were able to make an educated decision about the future of their program and determine the exact value of one customer versus another based on how and when they were brought into their nurture flow. The next step for the brand was to further segment their guests and build an incentive and nurture flow to build engagement and help with stickiness.



Results

Paytronix found that guests who place an order at Luna and Lime thanks to their partner promotion were nearly **five times less likely** to reach at least five visitations, compared to a typical guest.

Compared to the typical loyalty customer, visitors were more likely to visit once, or twice, while typical loyal sign ups are more likely to appear **3 or more times.**

"The ability to leverage a module that provides the long-term view of the guest is so important and helpful in managing a modern guest engagement program. The fact that the platform is able to do that on a level as modular as we need it to, to evaluate performance across an entire campaign, or in a single instance helps promote the results we need."

LOCAL MANAGER | LUNA & LIME