

## CASE STUDY

# How Pacific Catch Retains More Customers and Increases Revenue

Pacific Catch | Industry: Table Service Restaurant | Location: San Francisco/Bay Area | Size: 8 Locations



## Company Bio

Pacific Catch is a West Coast Fish House dedicated to delivering high-quality, sustainable seafood with a unique perspective. The menu explores styles and ingredients found throughout the Pacific. We also offer a variety of Fresh Catch specials highlighting specific regions in the Pacific and seasonal offerings.

## The Challenge

In the past, Pacific Catch felt like they were “flying blind” without really knowing who their customer was and how to find them, engage with them, and talk to them other than in the restaurant. Thanks to Thanx, Pacific Catch now captures data on over 40 different customer attributes which enables them to engage their best customers in targeted, meaningful, and personalized ways.

Pacific Catch wanted to ensure they not only rewarded and engaged their best customers, but that they retained them and kept them coming back.

Pacific Catch needed a seamless way to know when their customers lapsed or were starting to stray from their normal visit rate. However, Pacific Catch didn’t have an army of marketers to sift through data and manually create emails for every customer that might be about to churn.

**Enter Thanx Automated Winback campaigns.**

“Thanx has helped Pacific Catch evolve by understanding who our customer is by segment and activities, in their purchases and their frequency and being able to then communicate to them. That ability to look at segments of our customers and communicate with them both in an automated way and in a very intentional marketing program way has been a game-changer for us.”

- Keith Cox, President & CEO, Pacific Catch



## The Solution

Pacific Catch was looking for effective ways to retain more customers that would be easy to manage and scale as their business continues to grow. Pacific Catch deployed a Thanx Automated Winback campaign.

Thanx Winback campaigns look for deviations in visit behavior using sophisticated AI tools. When Thanx detects a lapse in frequency, it automatically reaches out to the lapsed customer with a special offer to win him or her back. And win back it did. Pacific Catch has won back over 2,000 customers since deploying their campaign and they've generated over \$180,000 in incremental revenue from won back customers. If Pacific Catch didn't proactively reach out to those customers and invite them back with a relevant and targeted offer, it's likely they would have been lost forever and taken their business elsewhere.

## The Results



**180K** in incremental ROI



**2,000** customers won back



“Everything's been moving toward a more personalized marketing approach; so, for us to be able to leverage the segmentation that the Thanx platform offers has been an incredible boon for us.”

- Keith Cox  
CEO, Pacific Catch



### Fact

Thanx automated winback campaigns are **proven to drive 49% of lapsed customers back.**

Thanx is an automated customer engagement platform for offline, multi-location businesses. Learn how we can help you engage your customers and generate revenue and positive ROI.

[Request a demo](#)