

Thanx


# The Great Big Book of RESTAURANT LOYALTY CAMPAIGNS

ORDERING TWICE JUST GOT REALLY NICE

**ORDER 2X IN OCTOBER  
& SCORE 25% OFF**

THIS MONTH ONLY,  
EARN 25% OFF AFTER YOU  
ORDER FROM TOCAYA TWICE.

IT'S THAT SIMPLE!



Tocaya

**You're halfway there!**  
Place 1 more order to score 25% off

BLUESTONE LANE

VIP ACCESS

**WELCOME TO  
THE BRUNCH CLUB**



**VIP**

Hey, Mates! It's Frankie, your go-to source for all things Bluestone Lane Brunch Club! You're officially a member now, and we couldn't be more excited to have you!

**Every Month  
You'll Receive**

- 2x Free Coffees a week
- 2x \$25 Brunch credit a month

MODERN  
market  
EATERY

ORDER NOW


350 POINTS =  
**\$2 OFF**

REDEEM YOUR REWARD TODAY!

RASA

NICELY DONE!

**Your Points Have  
Transferred**



**Congrats! You're all set.**

Your points are now officially transferred to our new loyalty program. Simply create an account with your existing RASA Rewards email to start redeeming your points for fun rewards and free food using the New RASA Rewards today.

[EXPLORE REWARDS](#)


MB

**Come back in for \$5 off**  
Available this month only

4:02 PM

**NOW LOADING  
SALAD HOUR  
REWARDS**

We leveled up, so can you.  
Here's what to expect



**INTRODUCING  
TIERS PROGRAM**

More food, more points, more rewards.  
(Have no fear, your current points will be transferred to the new program.)

First things first, you'll get  
20% off at launch as part  
of the new program.

**\$5 OFF** We got a big reward for the house! Now get \$5 off your next order.

**Marketplace Reward**  
lets you redeem points  
you level up.

**\$1 spent = 5 points earned**



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In today's restaurant landscape, **loyalty programs have moved from a nice-to-have to a necessity**. With rising costs and intense competition, getting customers to return—whether to your physical location or first-party ordering—is crucial. A well-crafted loyalty program should drive enrollment, activation, and ongoing engagement without heavily relying on expensive discounts. When properly structured, loyalty is your secret weapon in delivering same-store sales.

Loyalty programs are not just about accumulating points and driving frequency—they're about **creating personalized, meaningful interactions that make guests feel valued**. A loyalty program's true strength lies in using the data it captures to tailor each guest's experience and optimize their lifetime value.

**THIS IS WHERE CAMPAIGNS COME IN.**







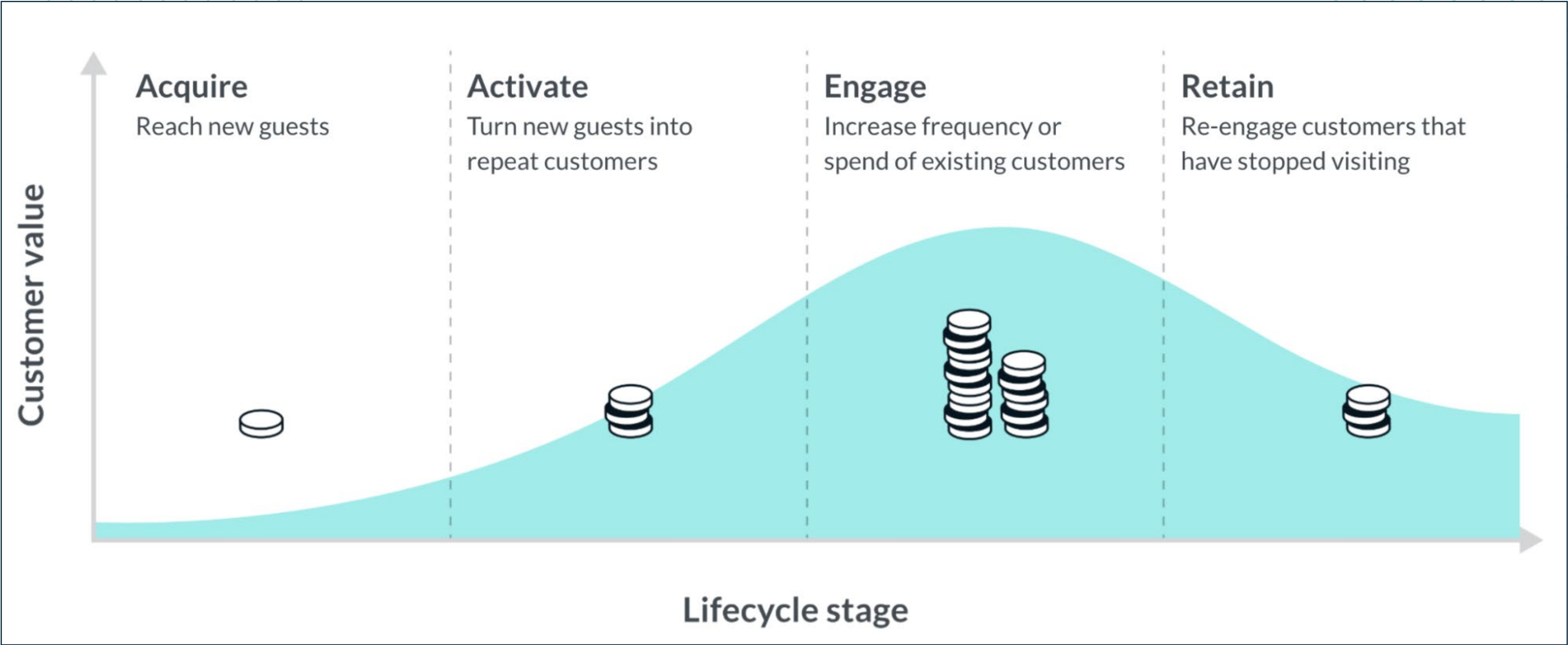
**CAMPAIGNS ARE ESSENTIAL  
FOR PERSONALIZING EACH  
GUEST'S EXPERIENCE BASED  
ON THEIR PREFERENCES  
AND BEHAVIORS.**

Campaigns are essential for personalizing each guest's experience based on their preferences and behaviors. They are critical to communicating the loyalty program's benefits, driving trial, and encouraging guests to spend more and return more often. When loyalty programs and campaigns are combined effectively, they significantly boost retention rates and increase same-store sales by driving activation and habitual use.

To start, we recommend creating campaigns that drive activation, engagement, and retention based on where the customer is in their journey with your brand. Newly acquired customers must be communicated with differently than your regulars, just as both groups differ from potential customers you haven't acquired yet and those who've stopped returning.



This guide explores practical strategies for building successful loyalty campaigns that enhance customer relationships, drive revenue, and achieve long-term growth.



LEARN HOW TO CREATE CAMPAIGNS  
THAT DELIVER RESULTS AT EVERY  
CUSTOMER JOURNEY STAGE.





# STEP 1 ENROLL



THIS SECTION FOCUSES ON THE CRITICAL  
FIRST PHASE OF BUILDING A SUCCESSFUL  
LOYALTY PROGRAM: **ENROLLING MEMBERS.**

Establishing a solid base of loyal members who understand the  
program benefits and how to maximize participation sets the stage  
for activation and ongoing engagement with your brand.



**ENROLL**

# CREATE EXCITEMENT ABOUT YOUR NEW PROGRAM

When launching a new loyalty program, create excitement by promoting the unique benefits that differentiate your program from competitors. Highlight specific perks, from sign-up offers to ongoing incentives, and communicate how members earn and redeem rewards.

 <b>SEGMENT</b>  Current loyalty program members, former program members, or email lists if you've never had a loyalty program.	 <b>WHY</b>  Drive excitement and momentum for the new loyalty program by highlighting unique benefits and encouraging sign-ups.
 <b>WHEN</b>  2-3 weeks before the new program launches (and after launch).	<b>WHAT'S EXCELLENT</b>  The launch discount offers immediate value, while the tier system encourages ongoing engagement with compelling, multi-level rewards.

### Example: Salad House

# NOW LOADING... SALAD HOUSE REWARDS

We leveled up, so can you!  
Here's what to expect.



# INTRODUCING OUR TIERS PROGRAM

**More food, more points, more rewards!**

(Have no fear, your current points will be safe!)

First things first, you'll get  
20% off at launch as part  
of the new program.

**20%  
OFF**

**\$5 OFF**

We got a birthday in the house! Now, you get \$5 off your order.

## TIERS PROGRAM

**More food, more points, more rewards!**

(Have no fear, your current points will be safe!)

First things first, you'll get 20% off at launch as part of the new program.

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We got a birthday in the house! Now, you get \$5 off your order.

**Marketplace Rewards**  
lets you reedeem points while  
you level up.

**\$1 spent = 5 points earned**

## TIER LEVELS



► **Silver**

Intro 20% Off

Birthday Reward \$5

### Double Point Sundays



**Gold**

Includes ALL of Silver

Free Appetizers (1x per month)

Free Sweet Treats (1x per month)



**Emerald**

Includes Silver + Gold

BOGO Offer (1x per month)

Free Delivery Fridays




**LAUNCHING FEB. 1**



ENROLL

# ENCOURAGE LOYALTY MEMBERS TO TRANSITION TO THE NEW PROGRAM

At launch, ensure existing members know exactly how to claim their accounts and understand the benefits of doing so. A step-by-step guide can be helpful. Highlight the advantages—new tiers, better rewards, or personalized offers—and use multiple channels to inform and motivate members.

 <b>SEGMENT</b> Existing loyalty members.	 <b>WHY</b> Ensure a smooth transition to the new program by informing existing members of the steps needed to claim their accounts and emphasizing new perks.
 <b>WHEN</b> Immediately at launch (and again in the weeks after).	<b>WHAT'S EXCELLENT</b> Clear, step-by-step guidance helps members seamlessly transition, emphasizing new perks and the value of the updated program. Mo'Bettahs saw a 15x increase in sign-ups and a 30% increase in digital revenue after launching with Thanx. <a href="#">Check out the case study.</a>

### Example: Mo'Bettahs

# E KOMO MAI!

## MO'BETTERS

Makana Rewards

**Makana** is the Hawaiian word for gift. We want to send you a special feeling of Aloha and gratitude as our most-loved customers.

### HOW IT WORKS:

Register your payment card to your account and automatically earn points for every purchase!

*1 dollar = 1 point*

**FREE MINI PLATE  
WITH 100 POINTS**

**SWEET BIRTHDAY  
REWARDS**

**MORE REWARDS  
THROUGH THE YEAR**

### GETTING STARTED

**1**

Update your current app  
or download our app

**2**

Make your account

**3**

Go into your rewards and  
"Claim Your Progress" by  
entering your phone  
number - all your points  
will be there!

**4**

As a current loyalty  
member - you will see a  
Free Mini Plate in your  
account ready to redeem!

### WHAT TO KNOW

- Current Makana Points have been transferred to the new Makana Rewards Program
- Un-used \$5 off rewards have been converted into 60 Points
- Rewards can be redeemed both online, in-app and in-store with a registered card
- No More Phone Number Entry In-Store

### THE REWARDS

- 25 points get a FREE Cookie or Drink
- 100 points get a FREE Mini Plate
- FREE Cookie or Drink for your Birthday
- and more to come!

**ORDER NOW**

*For Pick-Up or Delivery*

**DOWNLOAD THE APP**



*Start Earning Your Rewards*



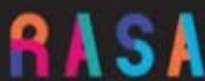
ENROLL

# ENCOURAGE LOYALTY MEMBERS TO TRANSITION TO THE NEW PROGRAM

When launching a new program, create a compelling reason for existing members to make their first purchase and claim their account. Rather than providing step-by-step guidance, this brand simply emphasized that their previously earned benefits are already waiting—an enticing call to action that’s hard to resist.


<div> <b>SEGMENT</b></div> <div>Existing loyalty members.</div>	<div><div></div> <b>WHY</b></div> <div>Motivate existing members to complete their first purchase in the new program by highlighting that previously earned benefits are already waiting for them.</div>
<div><div> <b>WHEN</b></div><div>Immediately at launch.</div></div>	<div><b>WHAT’S EXCELLENT</b></div> <div>The message effectively compels members to engage with the new program by highlighting the immediate availability of previously earned benefits.</div>

Example: Rasa



NICELY DONE!

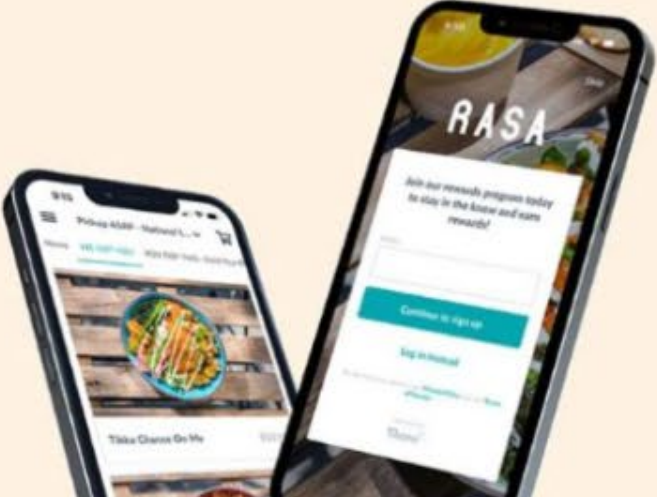
# Your Points Have Transferred




## Congrats! You're all set.

Your points are now officially transferred to our new loyalty program. Simply create an account with your existing RASA Rewards email to start redeeming your points for fun rewards and free food using the New RASA Rewards today.

EXPLORE REWARDS

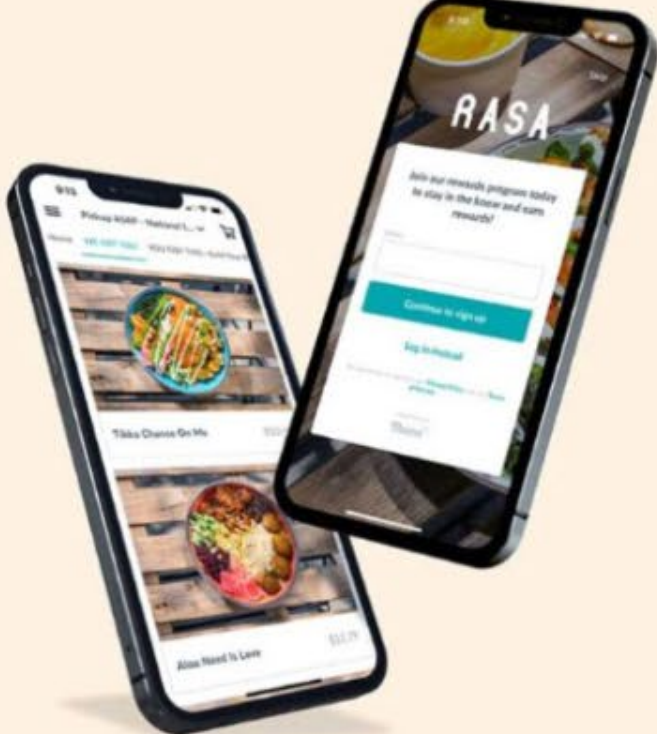






## Congrats! You're all set.

Your points are now officially transferred to our new loyalty program. Simply create an account with your existing RASA Rewards email to start redeeming your points for fun rewards and free food using the New RASA Rewards today.

EXPLORE REWARDS



DOWNLOAD THE RASA APP





# BEST PRACTICES FOR ENROLLMENT

## HERE ARE FOUR BEST PRACTICES FOR DRIVING LOYALTY ENROLLMENT:

1

### PROMOTE LOYALTY BENEFITS CLEARLY

Ensure customers understand how to sign up and the unique benefits they'll receive. Highlight these benefits at every touchpoint—in-store, on your website, and during checkout—to make joining compelling.

2

### PROVIDE SEAMLESS, MULTI-CHANNEL ENROLLMENT OPTIONS

Make it easy for customers to join by offering a variety of sign-up methods across different channels, whether online, in-store, or via email and text, without requiring a mobile app to participate.

3

### USE ONLINE ORDERING TO DRIVE ENROLLMENT

Capture customers while they're entering personal information to place an order. When they're motivated and ready to eat, it's the perfect moment to invite them to join your loyalty program—just make it quick and seamless, with no extra steps required.

4

### COMMUNICATE CLEARLY ABOUT LOYALTY PROGRAM CHANGES

When transitioning to a new loyalty program, provide clear, consistent messaging before, during, and after the switch to retain existing members. Give customers a compelling reason to activate their new accounts and make the process as simple as possible to encourage participation.



# STEP 2 ACTIVATE



THIS SECTION FOCUSES ON THE NEXT  
CRITICAL PHASE OF A SUCCESSFUL LOYALTY  
PROGRAM: **ACTIVATING NEW MEMBERS.**

Once customers are enrolled, the goal is to motivate them to make their second and third purchases, establishing loyalty and increasing the likelihood of repeat visits. This step involves nurturing guests through their initial experience with your brand—encouraging them to return one visit at a time, whether by dining in-store or ordering online.








To become a customer's preferred choice, focus on more than just acquisition — activation is key. Encouraging new members through their first few visits is essential. The aim is to reach that third purchase within 120 days, as customers who do so are ten times more likely to return.



ACTIVATE

# INTRODUCE THE PROGRAM WITH A WELCOME MESSAGE

Immediately after a guest signs up for the loyalty program, emphasize the benefits of ongoing participation. This approach builds excitement and encourages immediate engagement.

<div> <b>SEGMENT</b></div> <div>New loyalty members.</div>	<div><div></div> <b>WHY</b></div> <div>Reinforce the value of membership by sending a warm welcome and highlighting upcoming and long-term benefits of participation.</div>
<div><div> <b>WHEN</b></div><div>Immediately upon enrollment.</div></div>	<div><b>WHAT'S EXCELLENT</b></div> <div>This welcome offer is warm and inviting, emphasizing the tangible benefits of membership (such as weekly free coffee and monthly credits). The coffee segment typically sees high frequency. For that reason, Bluestone Lane's loyalty program targets incentives at regulars, fostering a sense of belonging and encouraging daily visits.</div>

Example: Bluestone Lane

BLUESTONE LANE

VIP ACCESS

WELCOME TO THE BRUNCH CLUB



VIP

Hey, Mates! It's Frankie, your go-to source for all things The Bluestone Lane Brunch Club! You're officially a member now, and we couldn't be more excited to have you!



Every Month You'll Receive

- 2x Free Coffees a week
- 2x \$25 Brunch credit a month
- 1x \$50 Brunch credit a month
- First access to partnerships and collaborations

Be You


Authentically introduce Bluestone Lane into your coffee & brunch routine, and share stories with us and your community!

Reward Schedule

- Coffee rewards replenished weekly
- Brunch giftcards will appear on the first of every month



Bluestone Lane Brunch Club! You're officially a member now, and we couldn't be more excited to have you!



Every Month You'll Receive


- 2x Free Coffees a week
- 2x \$25 Brunch credit a month
- 1x \$50 Brunch credit a month
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Be You

Authentically introduce Bluestone Lane into your coffee & brunch routine, and share stories with us and your community!

Reward Schedule

- Coffee rewards replenished weekly
- Brunch giftcards will appear on the first of every month



 we're lucky to have you

Please reach out with any thoughts! We're always open to creative ideas :)




bluestonelane.com



ACTIVATE

# INCENTIVIZE MEMBERS TO MAKE THEIR 1ST PURCHASE

Encouraging new loyalty members to make their first purchase is critical for getting them engaged with the new program. Reminding them of their unused intro reward can motivate them to take this first step, setting the stage for future visits.

<div> <b>SEGMENT</b></div> <div>Loyalty members who joined but haven't used their intro reward.</div>	<div><div></div> <b>WHY</b></div> <div>Motivate new members to make their first purchase and and kickstart the capture of valuable data for future personalized marketing.</div>
<div><div> <b>WHEN</b></div><div>Trigger messages 3 and 8 days after sign-up if no purchase has been made.</div></div>	<div><b>WHAT'S EXCELLENT</b></div> <div>By triggering the offer shortly after enrollment, the message drives initial engagement without additional costs, as the reward is already available.</div>

Example: Modern Market



ORDER NOW

350 POINTS =  
\$2 OFF

REDEEM YOUR REWARD TODAY!

Don't let those hard-earned rewards go to waste!  
Redeem your **\$2 welcome reward** today. And remember, every \$1 spent earns you 10 rewards points plus you'll get FREE FOOD on your birthday.

Does it get any better?




ORDER NOW



ACTIVATE

# INCENTIVIZE MEMBERS TO MAKE THEIR 2ND OR 3RD PURCHASE

Securing a customer’s second and third purchases within the first few months is critical for long-term loyalty. Target first-time buyers with compelling offers to increase activation rates and lay a strong foundation for ongoing engagement.

<div><div></div><div>WHEN</div></div> <p>After the first purchase, if no second purchase has been made.</p>	<div><div></div><div>WHY</div></div> <p>Encourage a second purchase soon after the initial transaction to reinforce loyalty and build a foundation for repeat visits.</p>
<div><div></div><div>SEGMENT</div></div> <p>Loyalty members who made their first purchase but haven’t returned for a second visit within a specified timeframe.</p>	<div><div>WHAT’S EXCELLENT</div><p>The email encourages a second visit while the brand is still top-of-mind, increasing the likelihood of converting the guest to a habitual customer. <a href="#">Check out the case study.</a></p></div>

Example: Flower Child

FLOWER CHILD  
HEALTHY FOOD FOR A HAPPY WORLD

THANK YOU



WE WANT TO THANK YOU FOR MAKING YOUR  
**FIRST PURCHASE WITH US.**

WE LOOK FORWARD TO SERVING YOU MORE  
GOODNESS IN THE FUTURE!

ORDER AGAIN



# BEST PRACTICES FOR ACTIVATING FIRST-TIME CUSTOMERS

1

## TAILOR YOUR APPROACH FOR FIRST-TIME CUSTOMERS

A “buy 9, get the 10th free” offer likely will not appeal to someone who’s only made a single purchase. Instead, focus on driving that crucial second visit with incentives that encourage an immediate return.

2

## THINK LONG-TERM WITH ACQUISITION

When acquiring new customers, aim beyond the first purchase. For instance, spending \$50 to acquire a customer who only makes a \$35 purchase results in a loss. However, you’ve achieved real value if that same \$50 investment generates three purchases totaling \$105. The goal is to maximize spending to attract long-term customers, not just one-time buyers.

3

## TEST AND OPTIMIZE REGULARLY

There are many ways to increase customer activation, but continuous testing and optimization are key. Experiment with different campaigns to discover what resonates with first-time buyers and assess results. Identify drop-off points in the customer journey and use automations to guide them. Running A/B tests helps determine the most effective strategies for driving repeat purchases.

4

## INCENTIVIZE EARLY ENGAGEMENT

Encourage prompt action by offering rewards that are attainable after just one purchase, such as bonus points or special offers. Set up automations to trigger rewards after the first purchase and engage directly with personalized messages. Promote exclusive perks for those who make two more purchases to maintain momentum.



# STEP 3 ENGAGE



THIS SECTION COVERS THE THIRD CRITICAL  
PHASE OF A SUCCESSFUL LOYALTY PROGRAM:  
**FOSTERING HABITUAL USE.**

Repeat customers are invaluable; they've already integrated your brand into their routines and are more likely to return, even when faced with competing options. Engagement is about nurturing these loyal customers with personalized experiences, exclusive perks, and tailored rewards. By understanding their preferences, you can turn repeat customers into frequent visitors, higher spenders, and advocates who refer friends.





Engaged customers contribute up to 80% of revenue or more, making nurturing these relationships essential. In 2023, the average merchant on the Thanx platform increased engaged users by 23%.



ENGAGE

# DRIVE VISIT FREQUENCY WITH CHALLENGES

Generate urgency and excitement by running exclusive, time-sensitive offers for loyalty members, such as seasonal dishes, double points days, or exclusive early access to new menu items.

<div> <b>SEGMENT</b></div> <div>Loyalty members based on visit frequency (target one incremental visit for each cohort).</div>	<div><div></div> <b>WHY</b></div> <div>Stimulate repeat visits with limited-time offers and seasonal challenges that create urgency and boost loyalty engagement.</div>
<div><div> <b>WHEN</b></div><div>As often as desired.</div></div>	<div><b>WHAT'S EXCELLENT</b></div> <div>Limited-time offers create a sense of urgency, promoting repeat visits and strengthening customer loyalty with exciting, point-in-time incentives.</div>

Example: Tocaya








ENGAGE

# DRIVE ONLINE PURCHASES

Digital customers tend to spend 1.25-1.5x more than in-store-only guests. Free delivery and online-exclusive offers are effective incentives to encourage this behavior.

<div> <b>SEGMENT</b></div> <div>Loyalty members who haven't made a digital purchase.</div>	<div><div></div> <b>WHY</b></div> <div>Promote digital purchases by incentivizing online ordering, helping shift customers from third-party platforms to first-party channels.</div>
<div><div></div> <b>WHEN</b></div> <div>On days where capacity allows.</div>	<div><b>WHAT'S EXCELLENT</b></div> <div>This cross-channel promotion boosts order frequency by nudging in-store customers to try online ordering, steering them away from third-party platforms. <a href="#">Check out the case study.</a></div>

Example: Pincho

BACK TO SCHOOL

PINCHO  
BURGERS + KEBABS

# FREE DELIVERY ON THE PINCHO APP

Back to school love! Enjoy free delivery all day today, August 24th, when you order directly from our app or website! Guaranteed lower prices than any other platform including UberEats and Postmates.

ORDER NOW








ENGAGE

# DRIVE IN-STORE PURCHASES

Encourage guests to visit in-store with exclusive, location-specific promotions.

<div> SEGMENT</div> <div>Loyalty members who haven't visited in-store.</div>	<div><div> WHY</div><div>Increase foot traffic by offering in-store-exclusive promotions that encourage online customers to visit physical locations.</div></div>
<div><div> WHEN</div><div>During slow dining periods.</div></div>	<div>WHAT'S EXCELLENT</div> <div>This promotion entices guests to visit in-store for a unique deal, effectively driving foot traffic and increasing in-store sales, as multi-channel customers spend 3x more than single-channel customers. <a href="#">Check out the case study.</a></div>

Example: Hopdoddy Burger Bar

 HEADLINER ROCKSTAR LEGEND LOYALTY PERKS



DRINKSGIVING WEEK

\$5 BIG ASS GLASSES  
FROM 3PM-6PM  
WHEN YOU STOP  
IN MON-WED.



DRINKSGIVING WEEK

\$5 BIG ASS GLASSES  
FROM 3PM-6PM  
WHEN YOU STOP  
IN MON-WED.

FIND A LOCATION




OFFER VALID IN-RESTAURANT ONLY.  
EXCLUDES GEORGIA LOCATIONS.



ENGAGE

# ADVERTISE THE BENEFITS OF ORDERING DIRECTLY ON THE APP

Highlight the value of ordering through your app with perks like lower pricing, exclusive offers, and loyalty rewards.

<div> <b>SEGMENT</b></div> <div>Loyalty members without the mobile app.</div>	<div><div></div> <b>WHY</b></div> <div>Highlight app-specific perks like exclusive offers and loyalty rewards to shift customer engagement to high-conversion channels.</div>
<div><div></div> <b>WHEN</b></div> <div>Any time.</div>	<div><b>WHAT'S EXCELLENT</b></div> <div>By emphasizing app-specific perks, the message directs customers to a high-engagement channel, enhancing conversion rates and reducing third-party dependence. <a href="#">Check out the case study.</a></div>

Example: Starbird

Starbird.



ORDER DIRECT ON OUR APP!

- Better pricing
- Exclusive offers
- Unlimited perks

**BETTER PRICING**

Our delivery prices are cheaper than all third-party delivery companies.



**EXCLUSIVE OFFERS**

Get \$10 off your second purchase when you sign up on our mobile app.



**LOYALTY PERKS**

Earn 10 stars for every \$1 spent and collect stars to redeem rewards.






**SAVE YOUR FAVORITES**





# DRIVING SIGN-UPS AND ENGAGEMENT

Offering an app-exclusive deal can be a strong motivator for customers to download and use your app.

<div> <b>SEGMENT</b></div> <div>Members who haven't downloaded or recently engaged with the app.</div>	<div><div></div> <b>WHY</b></div> <div>Encourage app downloads by offering exclusive deals that promote engagement with the loyalty program on a dedicated mobile channel.</div>
<div><div></div> <b>WHEN</b></div> <div>Any time.</div>	<div><b>WHAT'S EXCELLENT</b></div> <div>The app-exclusive promotion on a specific day maximizes engagement and app downloads, driving repeat usage of the loyalty program on mobile.</div>

Example: Sonny's BBQ (in partnership with Croud)





# DRIVE ENGAGEMENT WITH STORED VALUE

Digital stored value programs—such as gift cards, reloadable wallets, or loyalty-linked payment—encourage customers to prepay for future purchases, increasing brand commitment and visit frequency.

<div> <b>SEGMENT</b></div> <div>All loyalty members.</div>	<div><div></div> <b>WHY</b></div> <div>Increase commitment by offering stored-value programs, such as reloadable wallets or gift cards, which incentivize customers to prepay for future purchases.</div>
<div><div></div> <b>WHEN</b></div> <div>During new feature launches or digital engagement initiatives.</div>	<div><b>WHAT'S EXCELLENT</b></div> <div>The tiered reward structure offers incentives for larger wallet loads, building loyalty through upfront commitment and strengthening future engagement.</div>

Example: Sweetfin

# Sweetfin Rewards Just Got Better.



Sweetfin Rewards now includes a **DIGITAL WALLET**. Pre-load funds to make it easier to pay and you'll earn bonus dollars

## Pre-Load

# Pre-Load Funds For Extra Poke



## The bonus breakdown:

add \$35 + earn \$2 reward  
add \$60 + earn \$5 reward  
add \$85 + earn \$10 reward

Add money to your NEW digital Sweetfin card using any payment option.




Load Your Card Now



ENGAGE


# CREATE MOMENTS OF JOY WITH DELIGHTFUL IN-STORE EXPERIENCES

Transform loyalty members into VIPs with Access Pass, offering exclusive perks and experiences that create genuine brand connections without relying on discounts. Members gain privileged access to special in-store benefits like extended happy hour windows and limited-time experiences. This status-based rewards program emphasizes recognition and exclusivity over traditional discounting, driving engagement while protecting your margins.

<div> <b>SEGMENT</b></div> <div>All loyalty members.</div>	<div><div> <b>WHY</b></div><div>Drive traffic during off-peak hours while making members feel special with exclusive perks rather than discounts.</div></div>
<div><div> <b>WHEN</b></div><div>During slower periods like weekday afternoons.</div></div>	<div><div><b>WHAT'S EXCELLENT</b></div><div>This campaign drives specific behaviors like off-peak visits and minimum spend thresholds, while fostering exclusivity through members-only perks rather than discounts. This approach strengthens loyalty by making members feel like true VIPs with special access to unique benefits.</div></div>

Example: Marugame Udon (in partnership with Dreambox)

INTRODUCING...



SPEND \$15 OR MORE  
BETWEEN 2PM TO 5PM,  
MONDAY THROUGH  
THURSDAY, AND GET A  
FREE TEMPURA DELIGHT!

PRESENT THIS EMAIL OR YOUR IN-APP PASS  
AT THE REGISTER TO REDEEM.

CLICK A LINK BELOW TO GET YOUR ACCESS  
PASS ON YOUR PREFERRED DEVICE.

GET ACCESS  
ON iOS




GET ACCESS  
ON ANDROID



ENGAGE

# BEHIND-THE-SCENES AND SNEAK PEEKS

Offering exclusive access or previews of new products gives loyal customers a sense of insider privilege.

<div> SEGMENT</div> <div>Engaged members at specific locations.</div>	<div><div></div> WHY</div> <div>Deepen customer relationships by providing loyal members with exclusive previews and insider access to new products.</div>
<div><div></div> WHEN</div> <div>Any time.</div>	<div>WHAT'S EXCELLENT</div> <div>Exclusive previews reward loyal customers with VIP access, enhancing brand loyalty by making them feel like insiders.</div>

Example: &pizza

&pizza

DEAD PRESIDENTS CLUB

CENSORED

Let's party: &pizza product launch

We are throwing an invite-only party on Sunday Evening, October 20, 2024 at our Hotel Hive location in DC to celebrate a new product launch that will **blow your mind**.

Do you love DC politics? Are you cool?

Apply below and we'll chose our favorites to join us for this exclusive event.

LET'S GO

&pizza

DOWNLOAD THE APP




GET IT ON Google Play

Download on the App Store

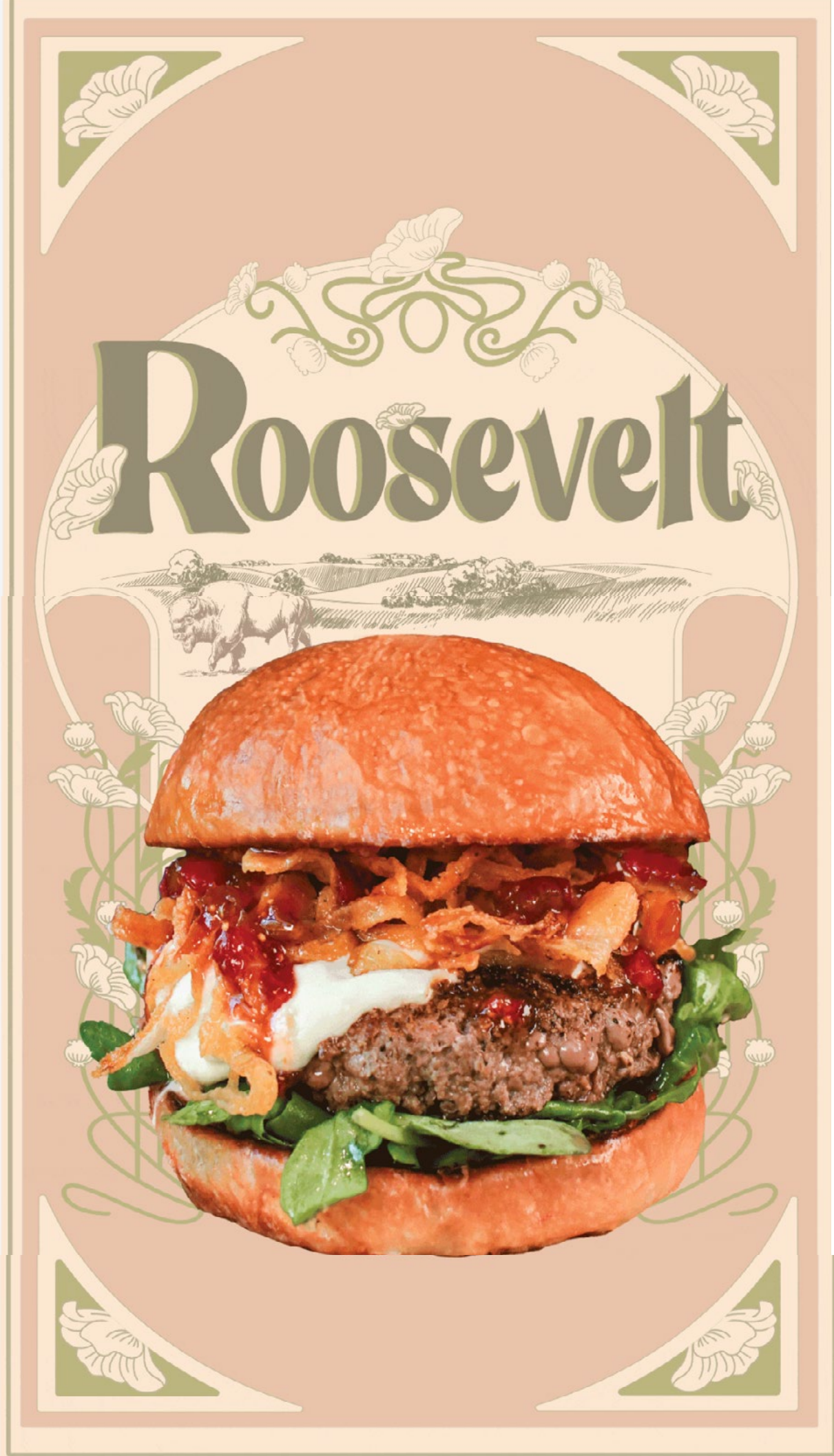


# DELIGHT MEMBERS WITH SECRET MENUS

Secret Menus can give loyalty members exclusive access to hidden items or offer early access to new dishes before they launch to the public, creating a powerful sense of insider status that drives program engagement and organic social buzz.

<div> <b>SEGMENT</b></div> <div>Specific member tiers.</div>	<div><div> <b>WHY</b></div><div>Create exclusivity through limited-time deals and insider access.</div></div>
<div><div> <b>WHEN</b></div><div>During special promotion periods.</div></div>	<div><div><b>WHAT'S EXCELLENT</b></div><div>Hopdoddy's secret menu program strategically rewards tier status with early access to their popular Burger of the Month. Creating urgency through the 7-day redemption window while encouraging spending through tier progression. <a href="#">Check out the case study.</a></div></div>

Example: Hopdoddy Burger Bar



THE GRAZE CRAZE IS BACK  
AND IT'S TOPPED WITH CHERRY &  
FIG HONEY JAM. SINCE YOU'RE A  
LEGEND, IT'S ON US.






THE GRAZE CRAZE IS BACK  
AND IT'S TOPPED WITH CHERRY &  
FIG HONEY JAM. SINCE YOU'RE A  
LEGEND, IT'S ON US.



OFFER VALID IN-RESTAURANT 7 DAYS FROM RECEIPT.  
DOWNLOAD THE APP TO REDEEM IN-RESTAURANT. OFFER MAY NOT BE  
COMBINED WITH ANY OTHER PROMOTIONS OR DISCOUNTS



# DELIGHT MEMBERS WITH SECRET MENUS

<div> SEGMENT</div> <div>All loyalty members.</div>	<div><div></div> WHY</div> <div>Drive tier progression by offering a secret “Backdoor Menu” only accessible to top-tier members.</div>
<div><div> WHEN</div><div>Ongoing.</div></div>	<div>WHAT’S EXCELLENT</div> <div>By requiring guests to “level up” through consistent purchases to unlock exclusive menu access, Velvet Taco creates a compelling reason for members to increase visit frequency.</div> <div>Velvet Taco achieved a 30% participation rate and saw 13% of members upgrade their tier status through their Secret Menu campaign. <a href="#">Check out the case study.</a></div>

Example: Velvet Taco (in partnership with Dreambox)








ENGAGE

# UPGRADES FOR VIP MEMBERS

Offering exclusive upgrades for VIP members fosters a sense of special treatment and encourages ongoing engagement.

<div><div></div><div>SEGMENT</div></div> <div>A specific loyalty tier.</div>	<div><div></div><div>WHY</div></div> <div>Foster loyalty by offering VIP members exclusive upgrades and perks, reinforcing their special status in the program.</div>
<div><div></div><div>WHEN</div></div> <div>During LTO promotions</div>	<div>WHAT'S EXCELLENT</div> <div>This message reinforces loyalty by adding exclusive, on-brand perks for VIP members, enhancing the experience and emphasizing customer value.</div>

Example: Eureka! Restaurant Group

MORE WINE,  
NO EXTRA DIME.  
WE'RE LOOKING  
AT THE GLASS *(more than)*  
HALF-FULL!



Order a 6oz pour of the Unshackled Cabernet Sauvignon from The Prisoner, and receive a **COMPLIMENTARY UPGRADE TO A 9oz POUR** for **60 ± BROWNIE POINTS!** Our Loyalty Member Perks just got a little *(boozy-er)* better.




\*Available in Rewards Marketplace until January 1



**ENGAGE**

# ABANDONED CART CAMPAIGNS

Recover lost sales by re-engaging customers who started but didn't complete an order. These reminders encourage customers to finalize their purchases, boosting revenue.

 <b>SEGMENT</b> Customers with items in their cart who haven't completed the purchase.	 <b>WHY</b> Recover lost sales by reminding customers to complete their orders boosting revenue through follow-up incentives.
 <b>WHEN</b> After a set period of inactivity (e.g., 24-48 hours post-abandonment).	<b>WHAT'S EXCELLENT</b> Visually appealing reminders and a clear call-to-action drive customers to complete pending purchases, effectively recovering potential lost sales.

*Example: Marugame Udon (in partnership with Dreambox)*

**DON'T LET YOUR  
CRAVING GO  
UNFULFILLED.**

**COMPLETE YOUR ORDER NOW  
AND INDULGE IN  
YUMMY UDON GOODNESS.**



**FINISH YOUR ORDER**

WE'RE HERE TO CREATE MOMENTS OF **JOY!**

**MARUGAME UDON**  
JAPANESE NOODLES & TEMPURA







# BIRTHDAY AND ANNIVERSARY CAMPAIGNS


Celebrate special moments with your customers by offering personalized rewards that foster a deeper emotional connection and encourage repeat business.

<div> <b>SEGMENT</b></div> <div>Loyalty members celebrating a birthday.</div>	<div><div></div> <b>WHY</b></div> <div>Loyalty members expect birthday perks; without them, you risk losing their special day to a competitor. Guests are often willing to splurge more on their birthday, so they will likely increase spending.</div>
<div><div></div> <b>WHEN</b></div> <div>A month, a week, or on the day of the customer's birthday.</div>	<div><b>WHAT'S EXCELLENT</b></div> <div>The celebratory tone, paired with a time-sensitive offer, encourages immediate redemption, strengthening customer loyalty on their special day.</div>

Example: Smalls Sliders




SIP, SIP,  
HOORAY!  
IT'S YOUR  
BIRTHDAY!



**Celebrate your big day with a free milkshake from Smalls!**

Just place an online order to claim your b-day freebie. Slide thru soon, this offer is valid this week only.


**GET YOUR SHAKE**








**Eat Smalls**

Menu

Locations



[Privacy Policy](#)



# GAMIFIED LOYALTY

Incorporating gamification into your loyalty program adds excitement and motivates customers to engage more with the brand. Through challenges, quizzes, or puzzles, gamification taps into customers’ competitive spirit, encouraging repeat visits and ongoing participation.

<div> <b>SEGMENT</b></div> <div>All members or a specific segment.</div>	<div><div></div> <b>WHY</b></div> <div>Interactive challenges like menu discovery games increase engagement while educating guests about your menu in an entertaining way. This approach promotes immediate purchases and long-term engagement, making the loyalty experience more dynamic and enjoyable.</div>
<div><div> <b>WHEN</b></div><div>During slower periods or to promote specific menu items.</div></div>	<div><b>WHAT’S EXCELLENT</b></div> <div>By tapping into customers’ competitive spirit, these challenges add a fun, interactive layer to the loyalty experience, encouraging frequent engagement.</div>

Example: Planta

PLANTA

## SOLVE THE MYSTERY MENU

BITE SIZE	NOT YOURS	CRISPY	CRUNCHY
	HAPPY HOUR	TOPPINGS ON TOPPINGS	PACK OF 5
STOP, DROP & _____	TRUFFLE	MAKI	SPICY
LOADED		SEAWEED WRAP	EXCLUSIVE

GROUP TOGETHER THE CORRECT FOUR WORDS TO DESCRIBE EACH MENU ITEM, WITH FOUR MENU ITEMS TOTAL.

## THE CHALLENGE IS HERE

Try your luck at solving our take on the New York Times Connections. The correct menu items are tied to rewards, and if you order right, you'll be rewarded in Passport.




There's even more winning items on the menu—but these are four of our favorites.

TRY YOUR LUCK

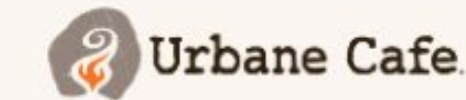


ENGAGE

# GAMIFIED LOYALTY

<p> <b>SEGMENT</b></p> <p>All members or a specific segment.</p>	<p> <b>WHY</b></p> <p>Limited-time gamified promotions create a sense of excitement and urgency, making the loyalty program more engaging. The element of chance adds entertainment value, encouraging immediate participation and timely purchases.</p>
<p> <b>WHEN</b></p> <p>During holidays or seasonal promotions.</p>	<p><b>WHAT'S EXCELLENT</b></p> <p>In October, loyalty members were invited to enter a promo code at checkout to receive either a “trick” or a “treat,” adding excitement and anticipation to their order. The promotion included a mix of valuable rewards and playful surprises, enhancing the dining experience with an element of fun and suspense. <a href="#">Check out the case study.</a></p>

Example: Urbane Cafe



TIME TO PLAY...  
**TRICK OR TREAT** with URBANE CAFE!



Enter promo code  
**||spooky||**  
when ordering today.

**TREAT** with URBANE CAFE!



Enter promo code  
**||spooky||**  
when ordering today,  
**10/28/2023**  
and see either a **trick OR treat** at checkout.  
**\*Minimum order \$25**

**Order Now** *If You Dare*

Only valid on 10/28/2023. Only one per person.  
Minimum order \$25. Only available for app and online orders.



# DRIVE TRAFFIC TO OFF-PEAK HOURS

Target customers based on business goals, such as driving traffic during off-peak hours.

<div> SEGMENT</div> <div>Various. Members who dine late at night, members who don't. All members to create awareness.</div>	<div><div> WHY</div><div>Availability late at night is a big differentiator at Velvet Taco. Using the loyalty program to amplify that differentiation further advanced their business goal of driving more traffic at night (and overall).</div></div>
<div><div> WHEN</div><div>Any time.</div></div>	<div><div>WHAT'S EXCELLENT</div><div>The tailored message aligns promotions with customer habits, effectively filling seats during off-peak hours and boosting engagement. <a href="#">Check out the case study.</a></div></div>

Example: Velvet Taco (in partnership with Dreambox)



Initial Campaign






Thank-you Campaign

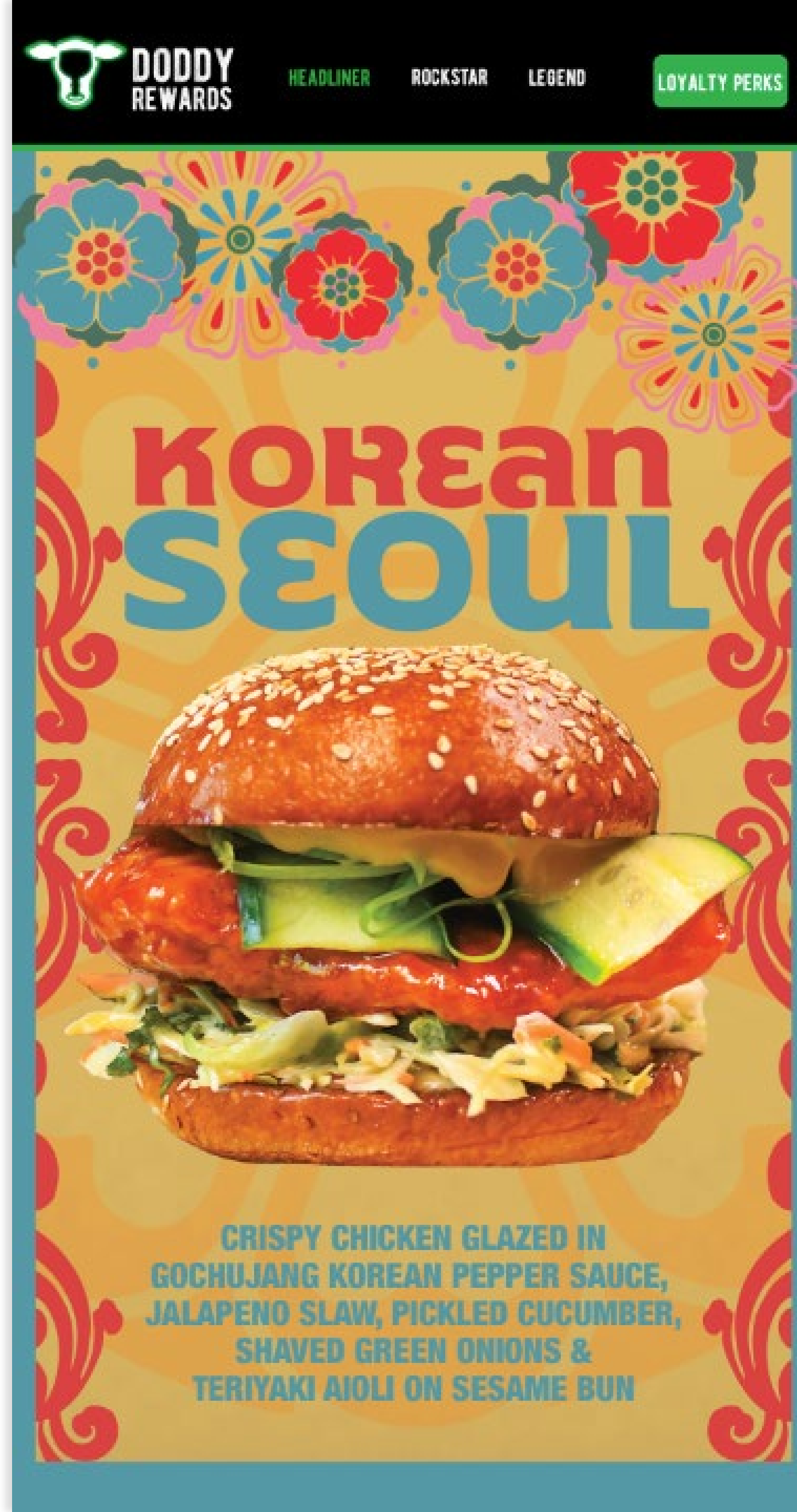


# DRIVE PURCHASE OF SPECIFIC ITEMS

Item-based segmentation allows you to tailor messaging based on past orders, encouraging repeat purchases or introducing new menu items.

 <b>SEGMENT</b> Members who previously ordered the item and, separately, those who hadn't.	 <b>WHY</b> This segmented approach increases relevance by targeting repeat purchases and encouraging new trials of featured items.
 <b>WHEN</b> During specific promotions.	<b>WHAT'S EXCELLENT</b> Hopdoddy Rewards personalized email subject lines based on customers' ordering history. For those who had tried the Korean Seoul Burger, the subject read: "Burger of the Month: Get it again before...", while for new customers, it read: "Burger of the Month: Try the Korean Seoul before..." This personalized approach enhances engagement and drives specific item purchases. <a href="#">Check out the case study.</a>

Example: Hopdoddy Burger Bar






ENGAGE

# DRIVE TRAFFIC THROUGH MULTIPLIERS

Offering loyalty points multipliers on menu items encourages frequent visits and increased spending, especially during slower periods.

<div><div></div><div>SEGMENT</div></div> <div>Existing loyalty members.</div>	<div><div></div><div>WHY</div></div> <div>Multipliers help boost traffic during targeted times and only impact liability when redeemed.</div>
<div><div></div><div>WHEN</div></div> <div>During slow periods like mid-week or during new product launches.</div>	<div>WHAT'S EXCELLENT</div> <div>Mid-week multipliers drive traffic with consistent rewards, making it an easy, predictable way to boost engagement.</div>

Example: Bubbakoo's Burritos





# DRIVE TRAFFIC WITH “REVERSE” MULTIPLIERS

Encourage visits during quieter times by offering loyalty points or rewards that maximize value during these periods.

<div> SEGMENT</div> <div>Existing loyalty members.</div>	<div><div></div> WHY</div> <div>Reverse multipliers incentivize visits during low-traffic times, helping restaurants balance demand and manage costs efficiently.</div>
<div><div> WHEN</div><div>During promotional periods, such as slower days or product launches.</div></div>	<div>WHAT’S EXCELLENT</div> <div>R&amp;R BBQ adjusted the points value of their entire marketplace, cutting the cost of rewards in half, creating a temporary, high-value menu of incentivizes to encourage visits during a slow period. By maximizing rewards only during targeted times, R&amp;R BBQ effectively increased foot traffic without permanently altering program economics.</div>

Example: R&R BBQ

PIT CREW PERK! PIT CREW PERK! PIT CREW PERK! PIT CREW PERK! PIT CREW PERK!



1/2 OFF REWARDS

HEY PIT CREW! TODAY’S YOUR LUCKY DAY.  
WE’RE SLASHING THE POINTS NEEDED TO  
REDEEM YOUR REWARDS IN HALF

What does that mean?

THAT MEANS USING FEWER POINTS FOR  
THE BBQ YOU CRAVE



REDEEM POINTS NOW

Happening today only.



# INCENTIVIZE WITH BONUS POINTS

Bonus points are a cost-effective strategy to encourage visits while providing instant progress toward rewards. Because bonus points must be claimed, they add less liability than granted rewards. By offering bonus points strategically, businesses can drive specific behaviors, such as increased visit frequency or higher spending per visit.

<div> <b>SEGMENT</b></div> <div>Existing loyalty members.</div>	<div><div> <b>WHY</b></div><div>This approach boosts engagement by encouraging visits during slower times, giving customers a quick sense of progress toward their next reward.</div></div>
<div><div> <b>WHEN</b></div><div>Any time, especially during slower periods.</div></div>	<div><div><b>WHAT'S EXCELLENT</b></div><div>The urgency created by bonus points drives immediate engagement, helping customers progress towards their next reward while saving on traditional discounts. <a href="#">Check out the case study.</a></div></div>

Example: Urbane Cafe



# ORDER A BOWL FOR DINNER


AND EARN **100 BONUS POINTS**



## NO NEED TO SACRIFICE FLAVOR!


Our bowls are a tasty way to stay on top of your New Year's health resolutions.





## NO NEED TO SACRIFICE FLAVOR!

Our bowls are a tasty way to stay on top of your New Year's health resolutions.



**BAJA BOWL**

Order a bowl **JANUARY 16<sup>TH</sup>–20<sup>TH</sup>** and **RECEIVE 100 BONUS POINTS!**

All you need to do is place your order between **4–9PM**.




**ORDER NOW**

Can order multiple times during **January 16–20, 2023, 4–9pm**. Cannot be combined with other offers.



# REMIND MEMBERS OF THEIR UNUSED REWARDS

Many customers may forget they have rewards available, so a well-timed reminder can effectively encourage their next visit.

<div> WHEN</div> <div>Send reminders 3 and 7 days after the reward is issued or as expiration approaches.</div>	<div><div> WHY</div><div>A simple reminder can nudge customers to return, motivating their next visit and keeping them engaged.</div></div>
<div><div> SEGMENT</div><div>Members who have earned a reward but haven't redeemed it within a set time (e.g., 7 days after issuance).</div></div>	<div><div>WHAT'S EXCELLENT</div><div>A simple reminder encourages customers to return, reinforcing the program's value without adding more liability through additional discounts.</div></div>

Example: DIG



## You've got a \$5 reward waiting for you

1. Start an order on the DIG app or order.diginn.com
2. Add whatever you like to your order (\$5 minimum)
3. Apply your \$5 signup reward in the checkout



## You've got a \$5 reward waiting for you

1. Start an order on the DIG app or order.diginn.com
2. Add whatever you like to your order (\$5 minimum)
3. Apply your \$5 signup reward in the checkout

GET \$5 OFF

### Get the full DIG Rewards experience on the DIG app

- Check your progress toward your next tier & reward
- Enroll your card for automatic in-store progress
- Refer a friend and get \$5 for each of you
- Never be logged out again

GET THE APP



# BEST PRACTICES FOR ENGAGING REGULARS

1

## KEEP YOUR LOYALTY PROGRAM FRESH

Avoid letting your program become predictable by sticking to the same “Spend X, get Y” model. Regularly introduce new perks, rewards, or experiences to keep things exciting for your loyal customers. Surprise rewards or limited-time offers add variety and keep regulars engaged and eager to participate.

2

## FOCUS ON EXCLUSIVE AND EXPERIENTIAL REWARDS

Regulars often seek more than discounts. Providing exclusive access, VIP experiences, or status-based rewards strengthens their bond with your brand. These unique perks offer value beyond discounts, fostering deeper loyalty and transforming regulars into advocates who share your brand with others.

3

## PERSONALIZE WITH TARGETED CAMPAIGNS

Leverage customer data to tailor offers based on regulars’ habits. For instance, if a customer visits monthly, create a personalized offer to encourage more frequent visits. Automated campaigns that adapt to customer behavior drive consistent engagement, keeping regulars connected without additional effort.

4

## TEST AND REFINE STRATEGIES

Continuous testing is key to understanding what resonates with regulars. Use A/B testing to find the most effective engagement tactics and regularly assess campaign performance. Optimize successful strategies and automate them to maintain ongoing engagement and retention.

5

## REWARD REGULARLY

Show appreciation for your regulars by offering easily attainable rewards. Bonus points, surprise offers, and tiered rewards foster a sense of progress and encourage frequent participation, enhancing customer satisfaction and long-term loyalty.



# STEP 4

# RETAIN



RETENTION IS THE FINAL, CRITICAL STAGE OF  
THE CUSTOMER JOURNEY.

Once customers are activated, the focus shifts to keeping them engaged and, if they become disengaged, winning their interest back. You can think of retention as a defensive strategy to keep guests from migrating elsewhere. Changes in this stage directly impact customer lifetime value and reduce churn.

This section outlines strategies for boosting retention and winning back lapsed customers. By tracking retention metrics and implementing thoughtful re-engagement campaigns, you can re-engage at-risk customers and build long-term loyalty.








Most brands don't realize just how difficult it is to retain their customers—a restaurant's average monthly retention rate is 86%, meaning 14% of customers are lost each month. To combat this loss, brands must regularly A/B test retention campaigns to measure revenue impact and automate the best-performing approaches. Thanx customers routinely achieve 90-95% monthly retention rates.



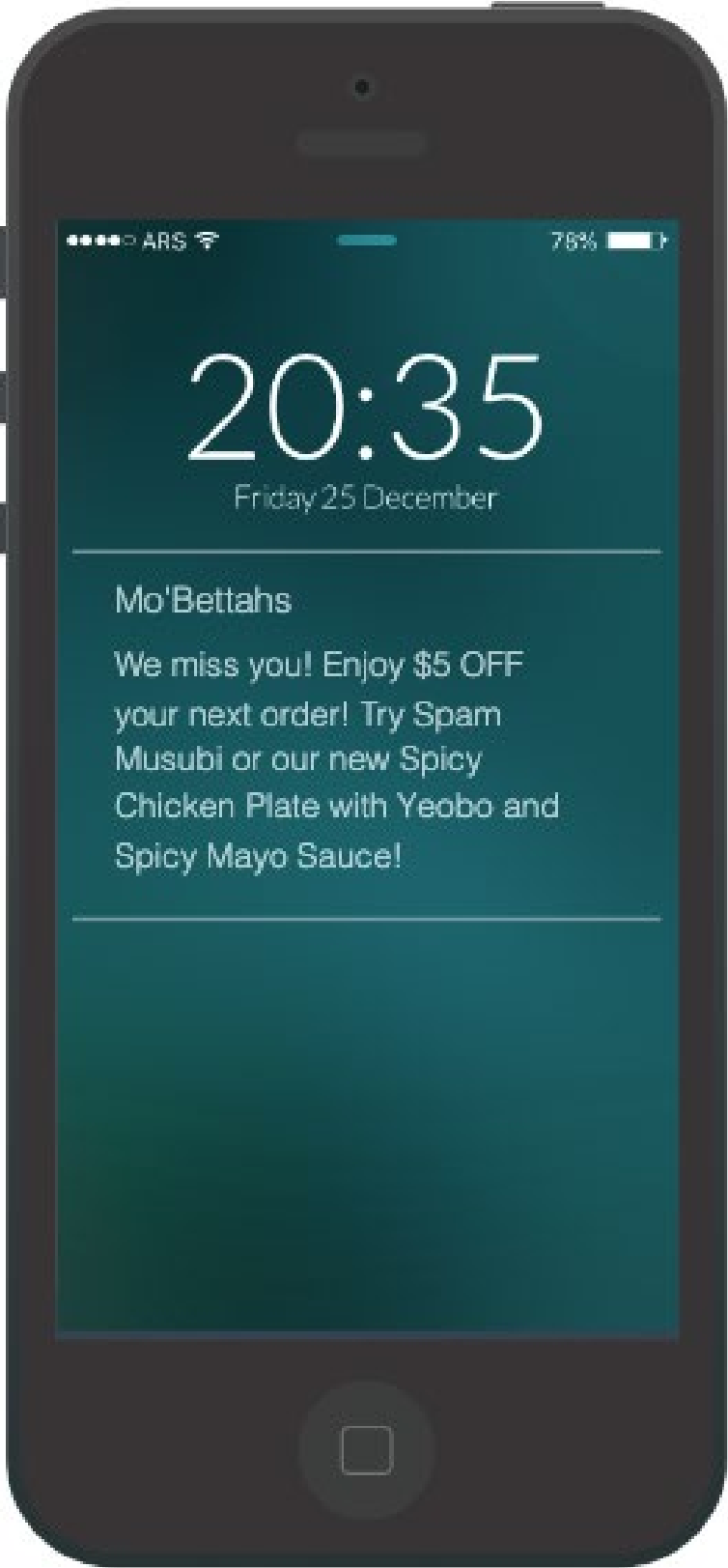
RETAIN

# WINBACK CAMPAIGNS

Targeting customers who haven’t visited recently allows brands to rekindle relationships and drive repeat business. These campaigns typically feature personalized offers that create urgency and incentivize customers to return.

<div><div> SEGMENT</div><div>Previously engaged, now lapsed loyalty members who have deviated from their usual frequency.</div></div>	<div><div><div> WHY</div><div>Automating win-back campaigns ensures targeted messages reach the right customers at the optimal time, encouraging return visits without cannibalizing regular sales.</div></div></div>
<div><div><div> WHEN</div><div>Ongoing campaign targeting members who have altered their typical visit pattern.</div></div></div>	<div><div>WHAT’S EXCELLENT</div><div>Mo’ Bettahs used multi-channel messaging with a compelling discount to drive reactivation. Future iterations could escalate rewards over time (e.g. , \$5, \$7, Free Plate), progressively increasing the incentive. <a href="#">Check out the case study.</a></div></div>

Example: Mo’ Bettahs



**MO' BETTAHS**  
HAWAIIAN STYLE FOOD®

IT'S BEEN A WHILE...  
**Take an extra \$5 Off**

Come and enjoy this special offer! It's one of the perks of being a Makana Rewards member! In fact it's already waiting in your account.






CLICK TO REDEEM



RETAIN

# WINBACK CAMPAIGNS

 <b>SEGMENT</b> All members or a specific segment.	 <b>WHY</b> Re-engaging lapsed members with familiar favorites while introducing new menu items provides multiple reasons to return. Personalized messaging based on previous orders effectively encourages visits during targeted dayparts.
 <b>WHEN</b> During slower periods or when introducing menu items.	<b>WHAT'S EXCELLENT</b> This approach rekindles interest in the menu by promoting new and familiar items, fostering repeat visits, and highlighting the unique offerings that set Tacodeli apart.

### Example: Tacodeli

page

# Tacodeli

## Rediscover Our CUSTOMER FAVORITES

Our menu is unique, but our standards truly set us apart. From our tacos to our salads, everything is made from scratch with high quality ingredients.

### Salsa Doña

Spicy, creamy, and crave-worthy. Made with fresh jalapeño and garlic

GOES WITH EVERYTHING

THE HOLY GRAIL OF TACOS

### The Otto

Organic refried black beans, double bacon, avocado, Tillamook jack cheese

GET THIS DELI IN YOUR BELLY

THE HOLY GRAIL OF TACOS

### The Otto

Organic refried black beans, double bacon, avocado, Tillamook jack cheese

GET THIS DELI IN YOUR BELLY

### Delibelly

Organic pork belly, Goodflow honey, tomatillo-serrano salsa, avocado, cilantro, onion

IF TEXAS WAS A TACO

### Cowboy

Dry-rubbed beef tenderloin, grilled corn, caramelized onion, roasted peppers, guac, Texas Cheesemaker's queso fresco

SIMPLE BUT FREAKIN' GOOD




### Freakin' Vegan

Organic refried black beans, avocado, pico de gallo



RETAIN

WINBACK CAMPAIGNS

<div> <b>SEGMENT</b></div> <div>Lapsed customers (previously Engaged but haven't been in recently).</div>	<div><div> <b>WHY</b></div><div>A lighthearted free guacamole offer paired with a refresher on the loyalty program. Benefits gives lapsed members both immediate value and longer-term motivation to return.</div></div>
<div><div> <b>WHEN</b></div><div>Any time.</div></div>	<div><div><b>WHAT'S EXCELLENT</b></div><div>By combining humor with immediate value, Bubbakoo's winback campaign creates an approachable way to rebuild the relationship while educating members on all program benefits. The step-by-step guide helps remove friction for re-engagement by clearly outlining how to claim rewards and unlock exclusive perks.</div></div>

Example: Bubbakoo's Burritos



DID YOU FORGET ABOUT US?

LET'S GUAC ABOUT IT!

*It's been a little too long since we have seen you!*  
Let's change that...we've dropped a **FREE** 4oz Guac Reward in your account. Simply place your order ia our APP and apply the reward at checkout to redeem.



CLICK HERE TO CLAIM YOUR REWARD NOW!

FREE

4 OZ GUACAMOLE



STEP 1

DOWNLOAD THE APP



STEP 2

LINK YOUR CREDIT CARD



STEP 3

GET BURRITOS & EARN POINTS



STEP 4

EARN REWARDS & UNLOCK OUR SECRET BACKSTAGE MENU!




\*AVAILABLE FOR ONLINE ORDERS ONLY



RETAIN

# BRING BACK CLASSICS TO THRILL YOUR LOYALISTS

Appeal to nostalgia and exclusivity by offering loyalty members the chance to enjoy classic menu items that may no longer be available to the general public.

<div> SEGMENT</div> <div>Existing loyalty members.</div>	<div><div><div></div><div>WHY</div></div><div>Establishing a predictable lineup of loyalty-exclusive benefits that honors beloved classics, whether on the menu or retired, is a powerful way to drive traffic and re-engage lapsed guests.</div></div>
<div><div><div></div><div>WHEN</div></div><div>Any time.</div></div>	<div>WHAT'S EXCELLENT</div> <div>Nostalgic menu items appeal to loyal customers, adding exclusivity and a memorable experience that reinforces brand connection.</div>

Example: Ruby’s Diner (in partnership with Dreambox)

INTRODUCING

THROWBACK

DEALS!

OCT. 7<sup>TH</sup> - DEC. 7<sup>TH</sup>



MEMBERS ONLY

Get Throwback Rewards each week on classic eats.



10/7 - 10/13

SHAREABLES STARTING AT \$1.99



Your Throwback Reward will be added to your account Monday, 10/7!

Not a member? Join and save on all your favorites.

NEW DEALS DROP EACH WEEK!

Look out for a push notification Monday alerting you that your reward has been added!

Download the app & turn on push notifications to stay alerted.

NOT A MEMBER? JOIN NOW!



# BEST PRACTICES FOR RETENTION

1

## MONITOR RETENTION RATES ACROSS DIFFERENT TIME FRAMES

Track retention metrics at 30, 60, 90, and 120 days to identify optimal engagement points. Using customer data to guide timing maximizes the effectiveness of each touchpoint.

2

## ADOPT A MULTI-FACETED APPROACH

Your retention strategy should include various tactics, such as brand awareness campaigns, automated outreach, targeted promotions, and adaptive loyalty program adjustments. Testing different methods helps determine what resonates most with each customer segment.

3

## UTILIZE A FLEXIBLE LOYALTY PROGRAM

A self-service loyalty platform enables frequent updates to rewards and offerings, keeping engagement high. Regularly refreshing the Rewards Marketplace maintains customer interest and encourages repeat visits.

4

## EMPHASIZE PERKS OVER DISCOUNTS

While discounts can be effective, loyal customers often return without them. Instead, focus on exclusive perks that foster a sense of access and privilege. Unique experiences and VIP offerings build stronger connections, promoting retention without relying solely on discounts.



# BONUS SECTION TEST

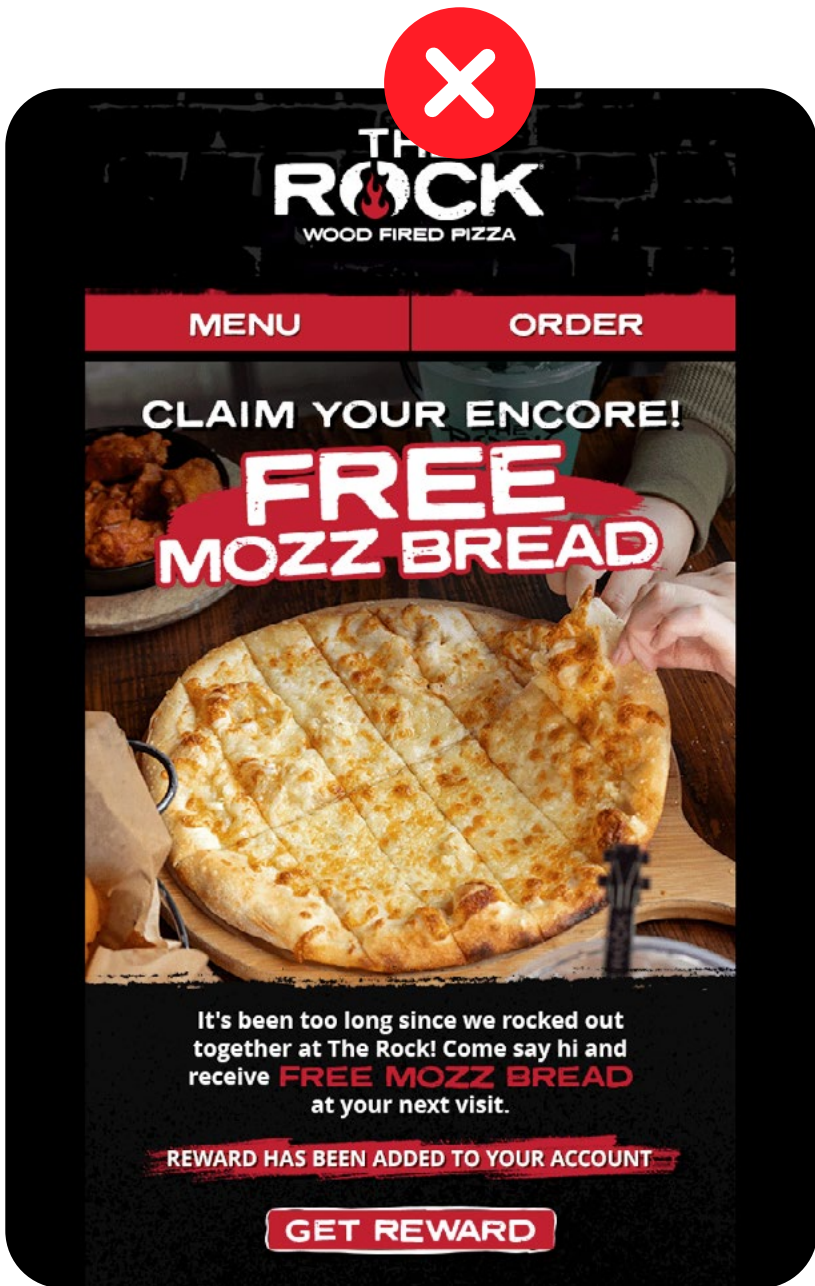





Multivariate testing is a powerful tool in loyalty campaigns. By testing elements like imagery, subject lines, offers, and send times, brands can identify what resonates most with their audience. This data-driven approach enables you to understand the incremental impact of each campaign component quickly.



TESTING

# TESTING EXAMPLE






<div> SEGMENT</div> <div>Lapsed members.</div>	<div><div></div> WHEN</div> <div>Any time.</div>
<div><div></div> WHY</div> <div>Re-engage lapsed members by testing different incentives.</div>	<div>WHAT'S EXCELLENT</div> <div>The Rock Wood Fired Pizza conducted an A/B/C test, offering lapsed customers 50 bonus points, a complimentary order of mozzarella bread, or a \$5 discount. This approach allowed the brand to identify the most effective offer in driving purchases, revenue, and profitability.</div>

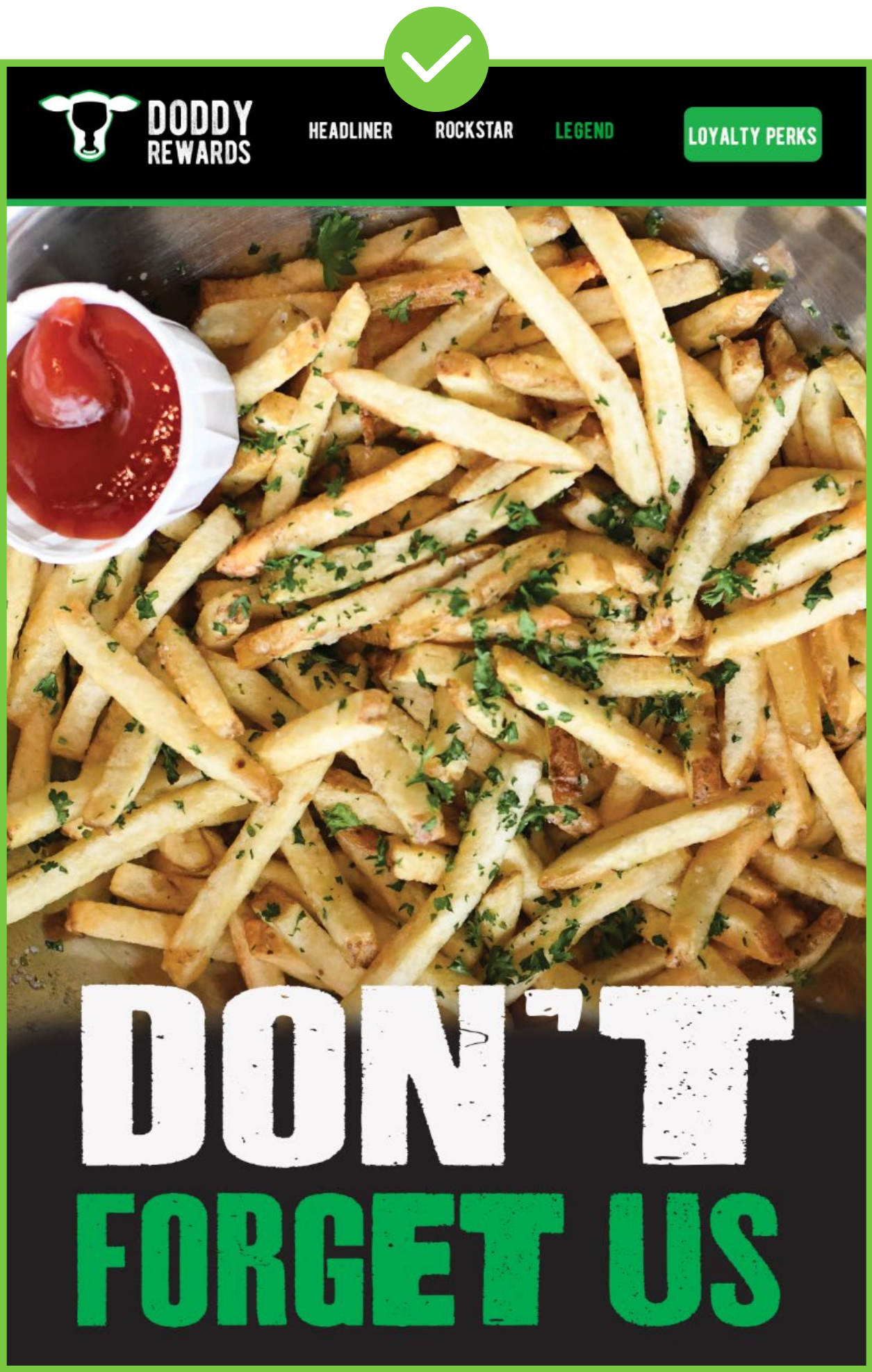
Example: The Rock Wood Fired Pizza



# TESTING EXAMPLE




<div> <b>SEGMENT</b></div> <div>Loyalty members with a recent purchase.</div>	<div><div> <b>WHEN</b></div><div>Any time.</div></div>
<div><div> <b>WHY</b></div><div>Testing different campaign aspects helps optimize guest engagement and business impact by identifying which offers drive the highest revenue at the lowest cost.</div></div>	<div><div><b>WHAT'S EXCELLENT</b></div><div>Hopdoddy ran an A/B test comparing free shakes vs. free fries. The fries offer generated 33% more revenue and 57% more redemptions at less than half the discount cost (2% vs. 5%). Automating this optimized campaign is projected to drive \$168k in revenue while saving \$16.5k annually. <a href="#">Check out the case study.</a></div></div>

Example: Hopdoddy Burger Bar






# TESTING EXAMPLE

<div> <b>SEGMENT</b></div> <div>All program members or a specific segment.</div>	<div><div></div> <b>WHEN</b></div> <div>Any time.</div>
<div><div></div> <b>WHY</b></div> <div>Testing different subject lines helps optimize email open rates and campaign performance by identifying which messaging approach resonates best with customers.</div>	<div><b>WHAT'S EXCELLENT</b></div> <div>Starbird A/B tested email subject lines to determine which messaging drove higher open rates. This approach gave Starbird valuable insights on tone and style, allowing for data-driven adjustments to improve engagement and campaign success. <a href="#">Check out the case study here.</a></div>


Example: Starbird



**Email**

**Subject Line:**  
Your Exclusive Starbird Reward is Here!

**Preview Text:**  
Your Exclusive Starbird Reward is Here!



**Email**

**Subject Line:**  
Welcome! Enjoy \$5 on us.

**Preview Text:**  
Welcome! Enjoy \$5 on us.



# CONCLUSION



THE STRATEGIES OUTLINED IN THIS GUIDE—FROM ENROLLING NEW MEMBERS TO RETAINING LOYAL CUSTOMERS—DEMONSTRATE HOW **PERSONALIZED MARKETING CAN DRIVE MEANINGFUL BUSINESS OUTCOMES.**

By targeting guests based on their unique journey with your brand, restaurants can grow customer lifetime value and boost same-store sales. In fact, a 10% increase in engaged customers roughly translates to a 2% increase in same-store sales.

As you implement these loyalty campaigns, remember that success lies in ongoing evaluation and optimization. By tracking the most relevant loyalty program metrics, you can develop a program that meets your guests' needs and supports sustainable growth for your business.



Want to learn more about how to measure  
the success of your loyalty program?

DOWNLOAD THE ULTIMATE GUIDE TO  
MEASURING AND IMPROVING THE EFFECTIVENESS  
OF YOUR RESTAURANT LOYALTY PROGRAM.



DOWNLOAD GUIDE