



CASE STUDY

Pokeworks

How Pokeworks 4x'd Loyalty Signups and Drove Double-Digit Loyalty Sales in Just 7 Months

Industry:

Fast Casual

Locations:

77

Launched with Thanx:

November 2024

"We saw double-digit lifts in loyalty sales during a traditionally slower month. That's not typical. As a marketer, this was a revelation."

Ha Ly, Head of Marketing,
Pokeworks





Background

Pokeworks, one of the original pioneers of the build-your-own poke bowl concept, has always relied on food quality and service to drive repeat business. As a premium brand serving sushi-grade fish at a great price point, the margin for error is small—any lapse in freshness or service risks losing loyal customers quickly.

Despite having a loyalty program for years, Pokeworks was seeing subdued program growth. When it became clear that technology limitations were holding them back, the brand made the decision to switch to Thanx. In just seven months, Pokeworks saw a fourfold increase in new member capture and achieved double-digit rewards program growth, all while significantly reducing its effective discount rate.

The Challenge

With a loyalty program already in place, Pokeworks wasn't starting from scratch. But there was room to modernize all aspects of the guest loyalty experience. Pokeworks aimed for an upgraded program that would delight guests: a frictionless sign-up experience, seamless online ordering and rewards program integration, and an exciting rewards marketplace that delivered reasons to come back sooner. And Pokeworks needed to achieve this while reducing reliance on discounting.

Strategy and Implementation

Pokeworks, which utilizes Qu and Revel as its point-of-sale (POS) providers and Olo for online ordering, made the switch to Thanx with a clear goal: to reduce friction for guests and drive meaningful business outcomes. The transition from Punchh to Thanx was completed in under 90 days, with no operational disruption and minimal support tickets.

"We laid out the program we wanted, and Thanx helped us make it real. It was a seamless migration with almost no issues."

Ha Ly, Head of Marketing, Pokeworks

The digital experience streamlines account creation with passwordless login and captures more guest emails through seamless in-store and digital flows.

"Thanx has engineered enrollment in the digital experience down to a science, resulting in an incredible capture rate. We've increased membership growth from our previous program by 4x in just seven months. Thanx just captures data better. It's engineered to capture, convert, and engage guests in loyalty without friction."

Ha Ly, Head of Marketing, Pokeworks

The in-store guest experience features simpler loyalty interactions and incentives to participate, with lower points but attractive perks that increase purchase frequency.



Streamlining Rewards: Fewer Steps, More Sales

"Just showing up, paying with your card, and earning points automatically—without pulling out your phone—delivers a very smooth experience. That change in behavior dramatically improved loyalty sales to double-digit growth."

Ha Ly, Head of Marketing, Pokeworks

Driving Incremental Sales

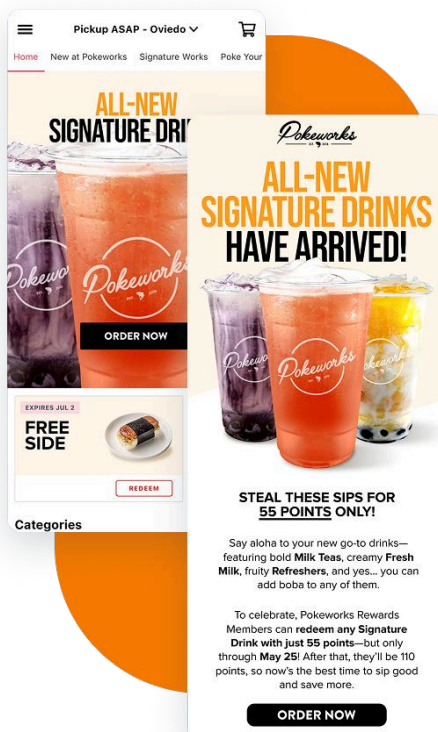
Pokeworks uses Thanx to test and scale behavioral nudges to drive loyalty sales growth:

- ▶ **Loyalty campaigns:** Data revealed that Pokeworks' most loyal guests responded to specific types of campaign incentives. Extending campaigns with these incentives from single days to multi-week campaigns generated significant lifts.

"We saw elevated sales for weeks after a targeted loyalty campaign ended. That single promotional campaign extended our peak season by another month."

Ha Ly, Head of Marketing, Pokeworks

- ▶ **Seasonal retention campaigns:** October is typically a slower sales month due to cooler climates. But a targeted loyalty campaign reversed that trend. The result: double-digit sales growth during a historically slower period, accompanied by increased redemptions in the weeks that followed.
- ▶ **Digital revenue growth:** Thanks to frictionless logins, the brand has flipped online purchasing behavior to surpass in-store sales. More loyalty transactions now happen online, improving visibility, control, and marketing efficiency.
- ▶ **Personalization and Testing:** Pokeworks is also adopting hidden menu features and strategic segmentation to reach higher-spending guests with targeted perks, including a new program: Feast Mode Fridays.



"We wanted to move fast, test quickly, and drive results. Thanx helped us do all of that with minimal friction. The tools are smart, flexible, and engineered for marketers."

Ha Ly, Head of Marketing, Pokeworks

Loyalty-First Guest Experience

Guests now earn points automatically when paying with a linked card—no app check-in required. The frictionless experience drives more consistent participation and has grown loyalty engagement with digital channels.

Redemption That Delivers

With Thanx's flexible rewards marketplace, Pokeworks can regularly update its loyalty perks and offer perks at a lower threshold. Additionally, due to the reconfigured Rewards Marketplace, guests can now redeem points more frequently and quickly. This rapid gratification keeps loyalty members active and improves lifetime value without hurting margins.



Conclusion

Pokeworks' transformation wasn't about launching loyalty—it was about delivering on loyalty's promise: driving business outcomes. The switch to Thanx unlocked exponential growth in new member capture, a sales lift in slower seasons, and an upgraded guest experience that delights diners and marketers alike.

Want to drive higher guest frequency and modernize your marketing stack?

Talk to the loyalty experts at Thanx.

[Schedule a demo](#)

Results



4X INCREASE IN LOYALTY MEMBERSHIP

New guest sign-ups grew 4x—a result of Thanx's modern digital experience, operational alignment, and frictionless in-store experience.



DOUBLE-DIGIT LOYALTY SALES INCREASES

An October loyalty campaign drove significant sales growth despite historical seasonal slowdowns, with a sustained lift in redemptions and visits for weeks after.



LOYALTY-DRIVEN CHANNEL SHIFT

Online became the dominant transaction channel for loyalty guests for the first time, driven by better app UX and personalized digital engagement.



LOWER EFFECTIVE DISCOUNT RATE

Despite better perks and faster point redemption, Pokeworks reduced the overall cost of discounts, improving loyalty ROI.