



In partnership with:



SpeakScale

CASE STUDY

Honest Mary's X Thanx

Loyalty That Pays Off: SpeakScale + Thanx
Help Honest Mary's Grow SSS by 17%

Industry:

Fast-Casual Dining

Locations:

4 Locations and Growing

Launched with Thanx:

September 2024

"Thanx has been one of the driving forces behind our 17% same-store sales growth. The platform's ability to turn guest insights into action has been a game changer."

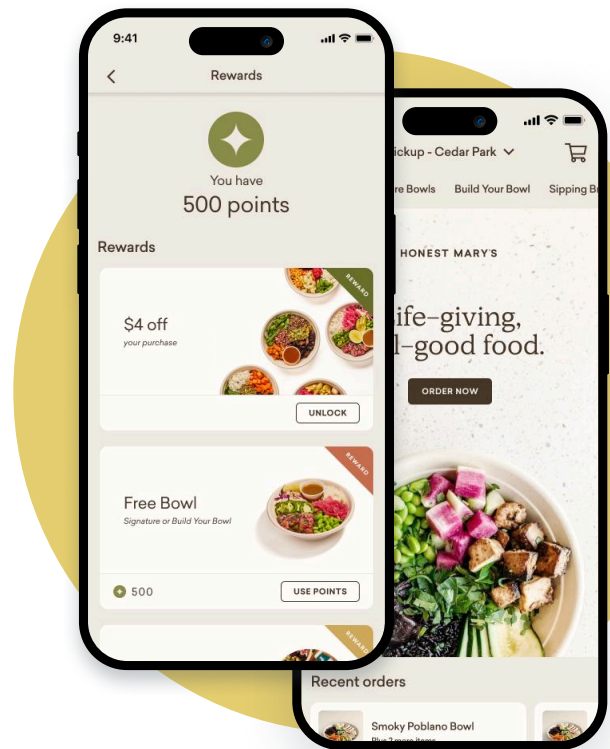
Nelson Monteith, Founder & CEO, Honest Mary's





The Challenge

Honest Mary's, a growing fast-casual restaurant concept based in Austin, TX, running on Toast POS, approached SpeakScale to elevate its guest engagement and retention strategy. While they had a customer database of 49K, it was largely underleveraged due to internal resource constraints and a basic marketing and loyalty tech stack. They needed a modern, data-driven approach to maximizing customer lifetime value (LTV) and a team of experts to lead both strategically and tactically. Initially using Toast Loyalty and Toast Marketing, Honest Mary's was focused on increasing customer retention and implementing a data-driven loyalty strategy to fuel sustainable growth.



Key Challenges

- Basic rebate-style loyalty program with minimal capability to customize, test, and iterate.
- Lack of robust loyalty, marketing and CRM tools to power segmented campaigns and lifecycle automations.
- Lacking a seamless and on-brand digital experience for their guests.

The Solution

SpeakScale led Honest Mary's through a strategic process to develop and execute a best-in-class lifecycle marketing and loyalty strategy. After evaluating multiple platforms, Thanx emerged as the ideal solution due to its robust segmentation capabilities, marketing automation, and customizable app experience.

Thanx offered

A Fully Customizable Branded App

Thanx enables brands to create a seamless, on-brand digital experience that feels like an extension of their in-store hospitality.

Powerful and Highly Customizable Loyalty Structures

The platform offers flexible, self-service loyalty structures that are not dependent on discounting.

Advanced Data and Segmentation Capabilities

Thanx makes it easy to build hyper-targeted guest segments for personalized communication.

A/B Testing and Marketing Automation

Built-in testing and automation tools allow for continuous optimization of guest messaging and campaign performance.

Powerful Reporting & Insights

The analytics and reporting suite supports a metric-forward approach to evaluating performance and driving results.

SpeakScale's Approach

Loyalty & CRM Optimization

Built a tailored loyalty structure designed to maximize engagement and retention.

Lifecycle Email Automations:

Developed hyper-targeted, behavior-driven campaigns to guide customers through the journey from first-time visitor to loyal regular.

Personalized Offer & Promotion Strategy

Leveraged Thanx's data-driven segmentation to deliver the right offers at the right time.

Advanced A/B Testing & Reporting

Continuously optimized messaging and promotions to improve guest response and maximize ROI.

On-Brand Digital Experience

Ensured Honest Mary's app and loyalty program felt seamless, intuitive, and fully aligned with their brand identity.

SpeakScale worked closely with Thanx to execute a smooth rollout, providing hands-on support for onboarding, implementation, and ongoing performance optimization.

“

“The app feels like a natural extension of the Honest Mary's experience—clean, intuitive, and life-giving. Speakscale led the project seamlessly, capturing our brand and bringing it to life beautifully.”

Nelson Monteith, Founder & CEO, Honest Mary's



Results

Since launching with Thanx, Honest Mary's has seen strong early traction in guest adoption, engagement, and revenue impact, exceeding industry standards in most guest engagement metrics, and is on a path to continued sustainable growth with a strong loyalty program.

By leveraging Thanx's data-driven features, SpeakScale and Honest Mary's continue to optimize and scale the program, ensuring maximum guest engagement and measurable revenue growth.



17.8%
SAME STORE SALES (SSS) GROWTH

Comparing the 6 periods post-Thanx launch YoY



32.2%
REVENUE CAPTURE RATE*

Nearly 2X the Quick Serve industry benchmark

**Percentage of monthly revenue attributed to loyalty members*



26.4%
OVERALL ACTIVATION RATE*

Compared to the Quick Serve industry benchmark of 23.5%.

**The percentage of customers that made their 1st purchase and then went on to make a 3rd purchase within 120 days.*



88%
FIRST PURCHASE ACTIVATION*

Compared to the Quick Serve industry benchmark of 77%

**The percentage of customers who made their first purchase after creating an account.*



425+
LOYALTY SIGNUPS / LOC. / MO.

6 months into program launch with Thanx



"Thanx gives us the precision tools to turn guest data into revenue. The platform makes advanced segmentation, A/B testing, and lifecycle marketing seamless—allowing us to launch high-performing loyalty programs that scale. Just as importantly, the Thanx team is collaborative, responsive, and a real partner in driving the success for our shared clients."

Hunter Stensrud, Co-Founder, SpeakScale



Why Thanx?

Thanx empowers restaurant marketers to attract guests and maximize customer lifetime value with top-tier digital experiences, robust loyalty programs, and intuitive marketing tools. Unlike traditional loyalty solutions, Thanx drives measurable business impact, achieving an average 30% revenue capture rate (compared to the 10-15% benchmark) and a 32% rate of first-time purchasers who go on to make a third purchase, known as “activation rate” (versus the 9% benchmark).

SpeakScale: Your Loyalty Growth Partner

SpeakScale helps multi-unit restaurants launch and operate best-in-class loyalty programs that maximize customer lifetime value with data-driven loyalty, CRM, and performance marketing strategies.

Our metric-forward approach, combined with deep expertise in customer engagement, makes us the ideal partner for restaurant brands looking to unlock revenue potential and increase guest frequency.

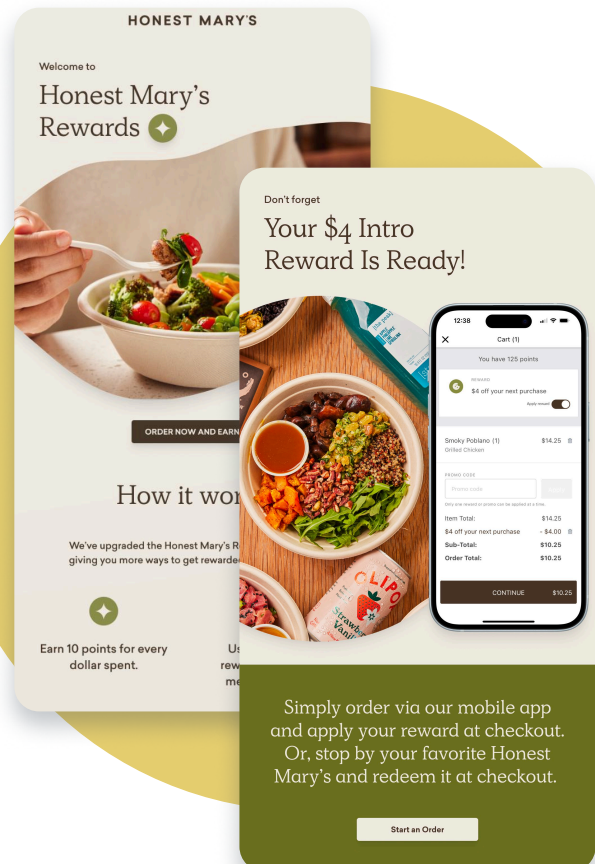
Want to maximize your loyalty program's impact?

Let's Talk



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