Thanx

Oakberry Case Study

How Oakberry Used Loyalty and a Dynamic App to Drive +20% MoM Increase in Sales

Industry:
Fast Casual / Superfood Café

Locations:
**~40 U.S. locations
800+ worldwide**

Launched with Thanx:
May 2025

"Since launching Thanx, first-party sales are up 20% month over month, our retention is up 50%, and loyalty guests now spend 25% more per visit in-store. These are the strongest numbers we've seen from any digital initiative."

Jorge Lopez, Head of Digital, CRM & Loyalty, Oakberry
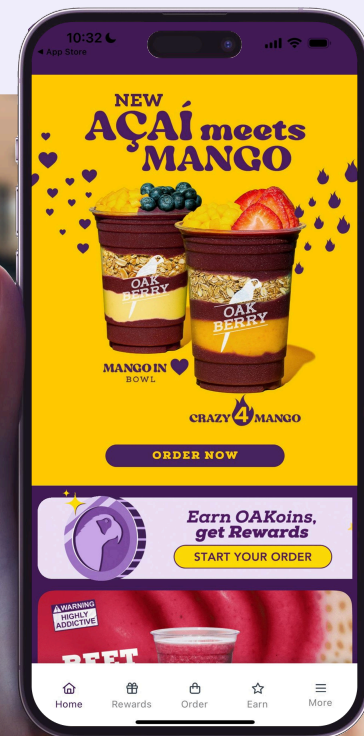
Background

Oakberry is a fast-growing Brazilian lifestyle brand with a mission to bring authentic açaí to the world. Known for its vertically integrated supply chain and distinctive layered cup presentation, Oakberry offers fast, functional superfoods with global appeal. With over 800 stores worldwide and ~40 in the U.S., the brand is expanding rapidly—and its customers are obsessed.

In the U.S., Oakberry saw an opportunity to build on this passion with a more sophisticated digital strategy—one that could drive first-party orders, increase repeat visits, and deepen guest loyalty through personalized engagement.

Key Challenges

Before partnering with Thanx, Oakberry had no formal loyalty program and limited first-party infrastructure. They faced two recurring problems:

- Retention: First-party customers either visited frequently or not at all, with minimal re-engagement of new guests.
- Agility: Frequent LTOs and brand activations required app and campaign updates weekly—but the team had no easy way to execute changes at scale.

Despite strong brand equity and high-frequency superfans, Oakberry was missing a scalable solution to turn digital engagement into revenue growth.

> "We needed more than a rewards program—we needed a platform that could deliver brand, personalization, and performance. Thanx gave us all three."
>
> **Jorge Lopez,** Head of Digital, CRM & Loyalty, Oakberry

The Solution

Oakberry partnered with Thanx to launch a lifestyle loyalty program tightly integrated into their mobile app experience. With a points-based rewards engine, personalized lifecycle marketing, and full content control, Jorge Lopez and his small team could execute more, faster—without adding headcount or complexity.

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Strategy and Implementation

Seamless Launch

Thanx was implemented quickly, enabling Oakberry to go live in time for their summer LTO calendar.

Custom Branding

Oakberry used Thanx's flexible CMS to build a dynamic, on-brand app experience that's updated weekly (or more often).

Lifecycle Journeys

With more than 100 built-in segments, the team mapped out a guest journey from sign-up to re-engagement.

A/B Testing

Offers were tested within micro-segments to optimize rewards and reduce unnecessary spend.

Event-Driven Engagement

The loyalty program also highlights local events and launches—bringing Oakberry's lifestyle ethos into the app.

Driving First-Party Growth and Behavior Change

In just two months post-launch, Oakberry's first-party digital sales grew 20% month-over-month—far beyond seasonal expectations. In just two months post-launch, Oakberry's first-party digital sales grew 20% month-over-month—far beyond seasonal expectations.

> "
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> We'd never seen more than 10% month-over-month digital growth before. With Thanx, we saw 20% growth for two consecutive months— far beyond seasonal expectations."
>
> **Jorge Lopez,** Head of Digital, CRM & Loyalty, Oakberry

Loyalty Guests Spend More, More Often

Loyalty members now spend 25% more per order in-store than non-loyalty guests—matching the brand's historically high online AOV. With better personalization and lifecycle marketing, Oakberry also saw a 50% increase in 30-day retention for new loyalty guests.

> "
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> "Before loyalty, most of our new digital guests were one-and-done. Now they're coming back more times and more frequently."
>
> **Jorge Lopez,** Head of Digital, CRM & Loyalty, Oakberry

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See how Oakberry grew loyalty and ROI with Thanx.

Rapid, Self-Serve Campaign Execution

Oakberry runs 3–4 LTOs each season and frequently updates the app for new product drops and store events. Using Thanx's CMS, the team builds and publishes app banners in under five minutes—with no dev help.

> "We're updating the app every week. With Thanx, it takes five minutes, and we don't have to rely on a third party."
>
> **Jorge Lopez,** Head of Digital, CRM & Loyalty, Oakberry

Smarter Lifecycle Marketing

Thanx powers automations for every guest stage—from new sign-up to lapsed customer. With built-in A/B testing, Oakberry tailors incentives based on order frequency, spend history, and channel usage. Rewards are tiered to match behavior, not just to give something away.

> "We test every segment before launching an offer. Some guests need a small nudge; others need a big one. Thanx makes it easy to experiment and learn."
>
> **Jorge Lopez,** Head of Digital, CRM & Loyalty, Oakberry

Results

+20%
MONTH-OVER-MONTH GROWTH

+50%
INCREASE IN 30-DAY NEW GUEST RETENTION

+25%
IN-STORE AOV FOR LOYALTY MEMBERS

In just two months, Oakberry achieved +20% month-over-month growth in first-party sales, and boosted new guest retention by nearly 50%. Loyalty guests now spend 25% more per in-store visit than non-members. And all of this was executed by a lean team, using Thanx's tools to update campaigns, launch new products, and personalize the guest journey—without delays or complexity.

Conclusion

Oakberry didn't just launch a loyalty program—they built a modern digital engine for engagement, retention, and brand storytelling. By combining easy-to-use tools with robust analytics and creative control, Thanx enabled a small team to drive big outcomes. Today, Oakberry is activating more new guests, capturing more revenue from loyal ones, and proving that lifestyle loyalty—done right—can be a serious business driver.

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