

GOAL: ACQUIRE NEW LOYALTY MEMBERS WHILE MOTIVATING KEY BEHAVIORS FROM EXISTING MEMBERS.

STEP ONE: Initial Marketing Push Across Various Channels

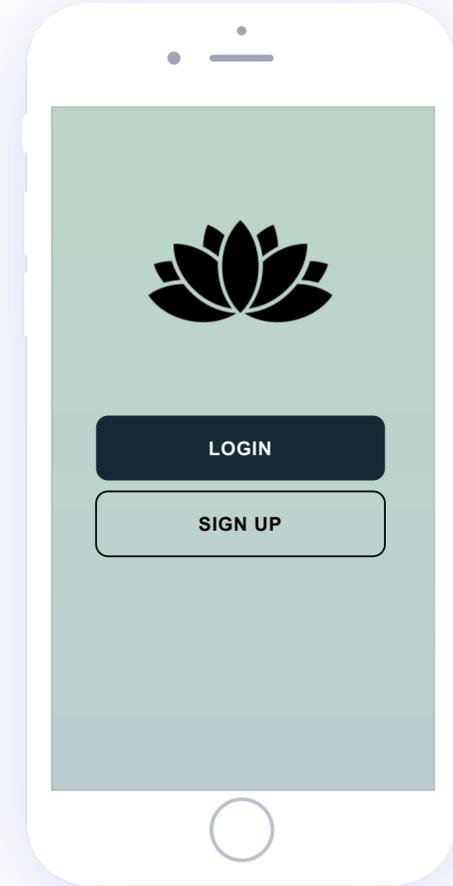
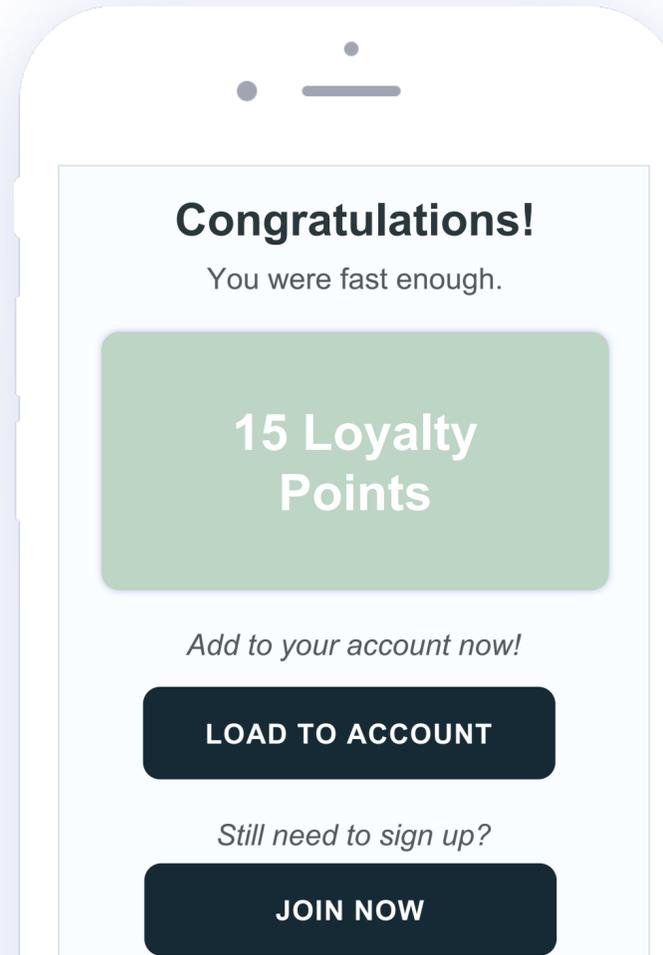
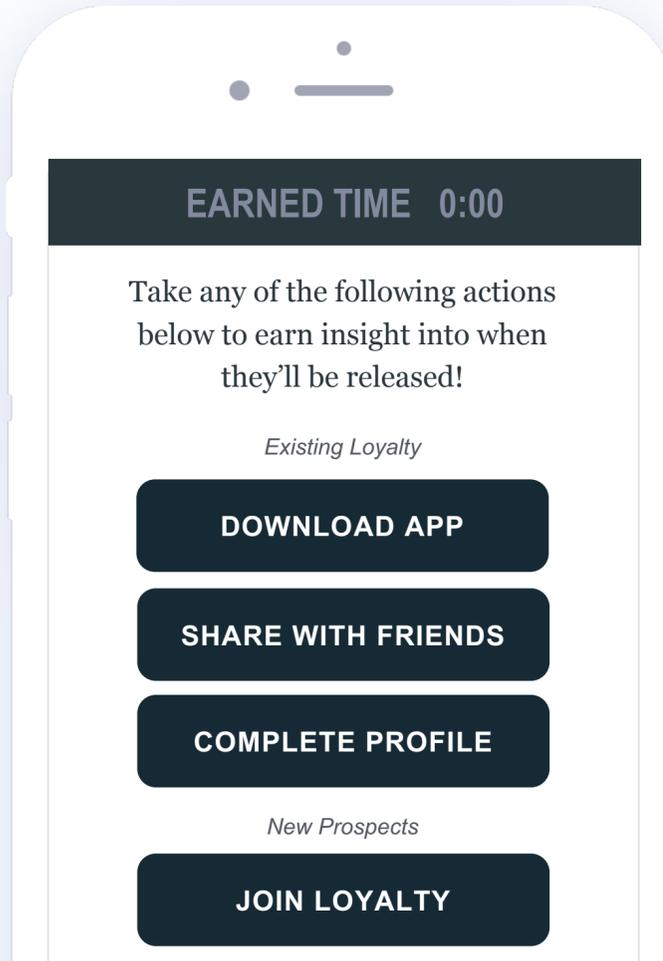
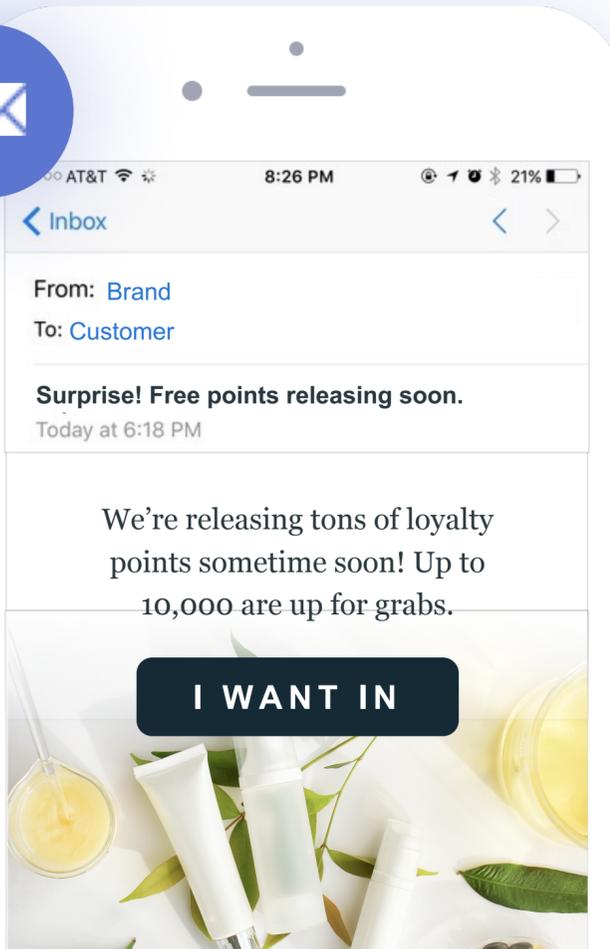
- 8% higher open rate
- 15% higher click-through rate
- 72% of clicks opted in

STEP TWO: Prompt Opt-Ins To Complete Various Actions

- 60,000+ existing member app downloads over 3 campaigns
- 45,000+ new loyalty member sign ups within a single campaign

STEP THREE: Notify All Opt-Ins To Claim Points

- 75% of opt-ins claim within 20 minutes



OPT-IN PHASE

LIVE RELEASE