

GOAL: REACTIVATE LAPSED LOYALTY MEMBERS CUSTOMERS TO DIGITALLY ENGAGE, RE-EDUCATE ON LOYALTY PROGRAM, AND DRIVE INCREMENTAL PURCHASES.

STEP ONE: TARGETED MARKETING PUSH ACROSS EMAIL

• 10% higher open rate

< Inbox

From: Brand

To: Customer

up to you.

Today at 6:18 PM

and give you

• 25% higher click-through rate

We miss you. Here's something to make it

WE MISS YOU!

We haven't seen you in a while. Let

I WANT IN

ut our new products

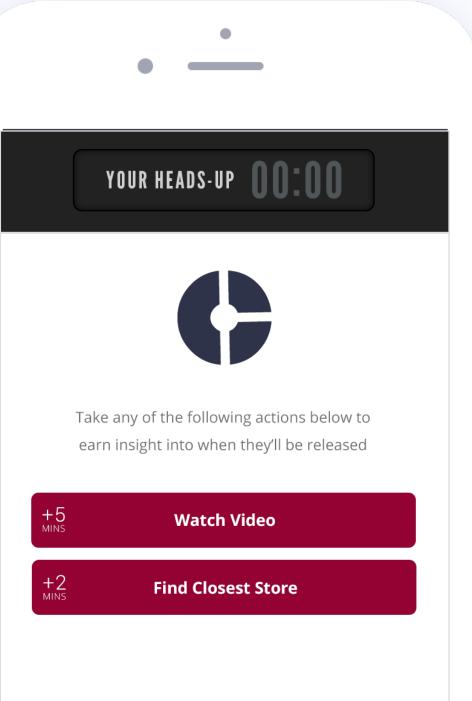
offer to reconsider!

• 48% of clicks signed up to participate

® 1 0 % 21% ■

STEP TWO: EDUCATE AND DRIVE CONSIDERATION

• 90% of participants took at least one action

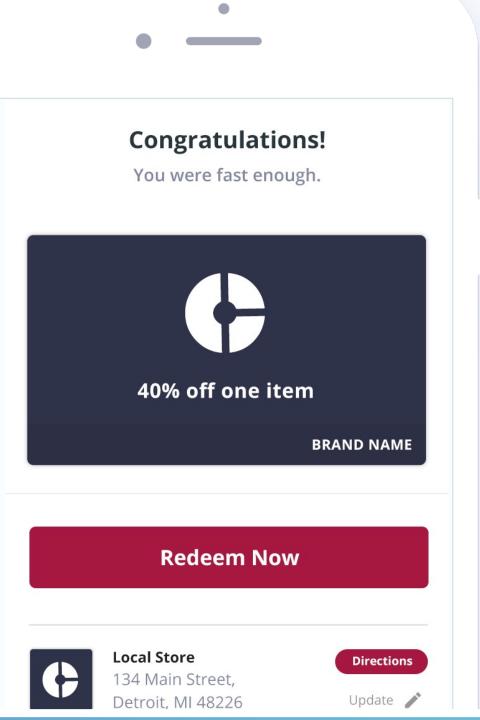


STEP THREE: NOTIFY PARTICIPANTS TO CLAIM OFFER

• 68% of participants claim within 20 minutes

Immediate Incremental Revenue: \$375,000

Reactivation Rate: 10,000+ customers





Local Store
134 Main Street,
Detroit, MI 48226

Update

LIVE RELEASE