

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
- 25% higher click-through rate
- 48% of clicks signed up to participate

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

