



Case Study

Identification and understanding of unknown customers drive 3x loyalty membership growth

Challenge

A Casual Dining Brand strained for years to see acceptable loyalty program penetration.

The Brand knew their loyalty customers were more valuable than their non-loyalty but could not quantify the value in order to engage in effective and efficient acquisition campaigns.

The Brand wanted to understand the incremental value of its loyalty customers and utilize this insight to create an optimal budget and execute an aggressive conversion campaign.

Solution

Identifying unknown customers is key to understanding incremental value for “known” loyalty members.

Bridg solution identified 1M+ non-loyal customers, provided insight into their item level purchase behavior, and connected a landscape of demographic and lifestyle attributes to these individuals.

The Brand was able to quantify the annual value of loyalty members and construct an optimal budget for executing an 8-week conversion campaign that resulted in the tripling of the loyalty customer base and significant increases in visits and overall value.



IMPACT

300% increase
in loyalty membership

58%+ increase
in loyalty customer frequency

55%+ increase
in loyalty member annual value