

GOAL: MOTIVATING KEY BEHAVIORS FROM EXISTING LOYALTY MEMBERS.

STEP ONE: INITIAL MARKETING PUSH ACROSS EMAIL & SMS TEXT MESSAGE

- 8% higher open rate
- 15% higher click-through rate
- 72% of clicks signed up to participate

STEP TWO: PROMPT PARTICIPANTS TO COMPLETE VARIOUS ACTIONS

- 60,000+ existing member app downloads over 3 campaigns
(60% higher than any other tactic campaign!)
- 92,500+ profile completions over 3 campaigns

STEP THREE: NOTIFY ALL OPT-INS OF SHORT-TERM OFFERS TO CLAIM

- 75% of participants claim within 20 minutes

