



Increasing Retention Rates

“Too many of my customers are not coming back”

This full-service bar in an upscale and upbeat environment serves up chef-inspired burgers, craft sandwiches, and premium salads.

Industry: Casual Restaurant

Number of Locations: 40

Annual Unit Volume: \$1.2M

How this Impacted the Business

Out of 2.4 million anonymous credit card guests, more than half have never returned. Of those who visited last year, only 10.5% remain active 12-months later. This created the need to replace most of their customers every month just to keep sales flat. This had been the trend for years.

The Situation

This burger bar had a retention problem; too many guests were not returning for a second visit. With only 150,000 members enrolled in loyalty, there was no way for the brand to engage with lapsing guests to try and get them to come back in.

Anonymous Credit Card Guests

2.4 million

12-Month Retention Rate of

10.5%



Partnering for Success

With more than 2 million guests unreachable, DataDelivers was engaged to identify, and market to, as many of the unknown guests as possible.

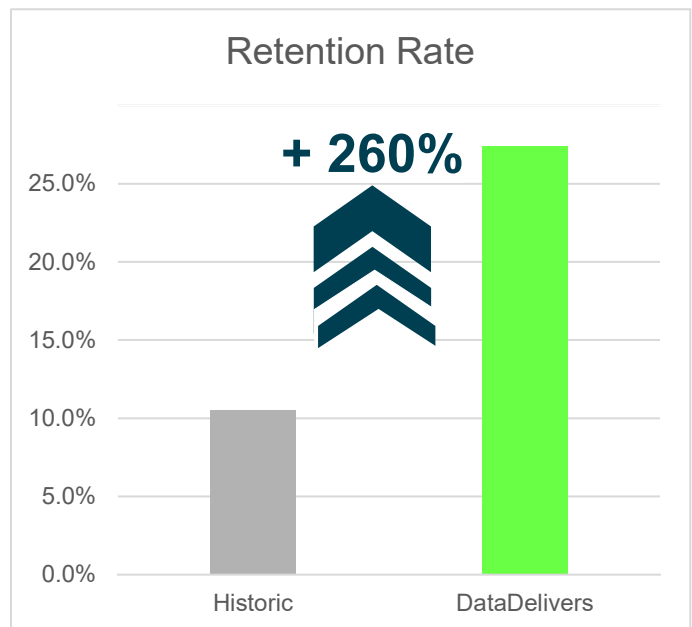


Using our proprietary Guest Connect identity algorithm that "connects" client POS data to Intellibase, our 3rd party data source containing information on more than 200 million consumers, DataDelivers identified 500,000 guests BEYOND the current loyalty membership for marketing.

Delivering Results

DataDelivers developed a strategic marketing campaign that highlighted the brand experience and quality food and targeting this newly identified audience. Within a short time, visit rates improved, check averages grew, and retention rates climbed. After 12-months, the Guest Connect audience generated more than \$1 million in incremental sales with a retention rate 3x higher than before.

The lifetime customer value for these guests have an exponential financial impact for the brand.



Find out how DataDelivers can help you improve your retention rates here.