data delivers

Increasing Retention Rates

"I don't know how many guests are returning after the first-time visit"

This restaurant is a regional favorite and is best known for its famous sandwiches and full-service bar.

Industry: Fast-Casual Restaurant

Number of Locations: 43

Annual Unit Volume: $1.9M

The Situation

A full-service restaurant group was struggling to get customers back in for a second visit. With only 200,000 members enrolled in their loyalty program they had no way of contacting most of their lapsing guests to get them back in their restaurants.

How this Impacted the Business

With their loyalty program only covering 13% of their customer base, making any meaningful impact to retain guests was impossible! This client needed to try something they've never done before as their current approach was churning 90% of their guests annually.

Anonymous Credit Card Guests
2 million

Loyalty Members
200,000

12-Month Retention Rate
**10.5%**

Partnering for Success

DataDelivers partnered with this client to turn these results around. DataDelivers was engaged to identify, and market to, as many of their anonymous guests as possible and drive them back into the restaurant.

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 400,000 guests in addition to the current loyalty members.

Results

By using Guest Connect marketing DataDelivers was able to make a huge, positive impact on retention efforts. Our client saw a 12-month retention rate of 42.4%, an improvement of 4x!

By being able to execute messages to more guests our solution continues to grow retention rates and keep guests engaged with the brand.

Historic

10.5%

■ 12-month retention rate

DataDelivers

42.4%

■ 12-month retention rate
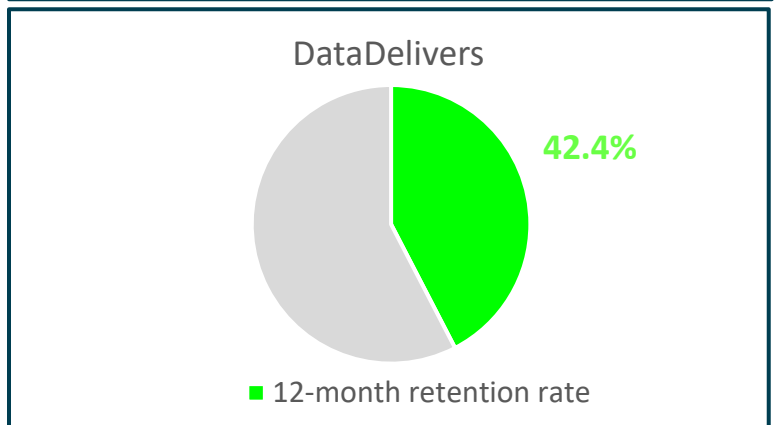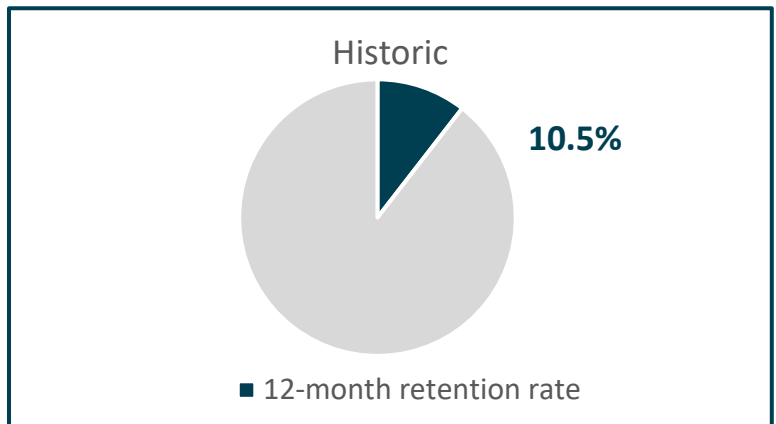
Find out how DataDelivers can help you improve your retention rates here.