



Birthday program generates a sparkling 47% response rate



The Challenge

A regional quick serve restaurant chain wanted to create an exciting layer on top of their core loyalty program to motivate additional visits and generate active loyalty.

The Program

The restaurant's marketing team created a birthday program to extend their Automatic Rewards loyalty program.

Every Sunday, members with a birthday during the coming week receive an email to notify them of a special birthday reward: a free sandwich. Available for 30 days, this reward gets automatically added to their membership and can be redeemed with check in during their next visit.



Paytronix enabled this marketing program in multiple ways:

- Each week a Campaign Tool query identifies members with an upcoming birthday.
- Members receive notification of the birthday reward via email.
- Membership cards are loaded with the reward (free sandwich).
- Automatic expiration is set for 30 days after issuance.
- System integration ensures seamless redemption at any location.
- Detailed reporting enables ongoing results tracking.

Results

47%

Response Rate

26%

Guest Visits During Birthday Month

10X

Growth of Loyalty Program

The birthday reward makes members feel like VIPs and consistently generates a **47%** Eat-ThruSM rate (redemption rate). The program engages a sweeping mix of members and boosts targeted guest visits by **26%** during their birthday month versus the prior month.

Execution runs like clockwork. Leveraging the Paytronix Campaign Tool, the birthday program has run trouble-free since its inception almost four years ago. Aside from occasional updates to keep the email template fresh, the program hums along smoothly building loyalty among members without any incremental staff time.

The birthday program provides the perfect occasion for reaching out to members. A fun notification email accentuates the brand, stimulates visits, and promotes ongoing loyalty. With a **10x** growth in their loyalty program during the past three years, the birthday program is an integral part of the restaurant group's one-to-one marketing outreach engine.