

# Targeted **Double Points**



## **The Challenge**

A quick-service restaurant brand was looking to drive frequency among their loyalty guests. They have two tiers in their program, so there is a cohort of more guests who are more frequent in their program. They had previously run bounceback campaigns that were successful, but wanted to limit discounting while driving incremental behavior.

## **The Recommendation**

Test double points to determine if a points multiplier drove behavior rather than a discount. Segment the bounceback offer to push behavior by giving the higher frequency tier a shorter window of time to earn double points. Limit the lower frequency guest tier to only give them the offer if they were close to a reward, rather than sending to all guests who may not react.

## **The Results**

This restaurant brand saw a high percentage of guests returning to earn 2x points, comparable to the redemption rate for previous offers, suggesting that the 2x points offer was just as effective as a dollar off reward. Limiting guests who were close to their next reward increased the relevancy of the message, and as a result, we saw a higher increase of guests who earned their core reward return for a 3rd visit in a short timeframe.