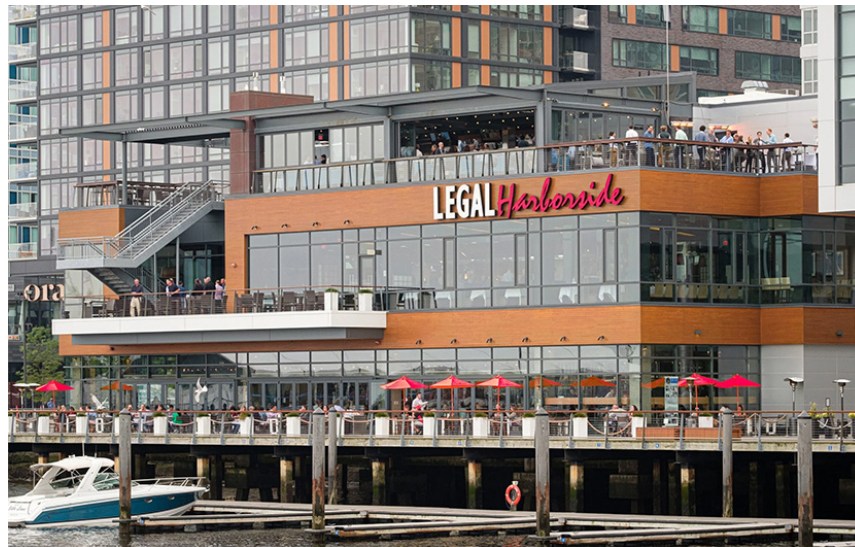




# Legal Sea Foods Hooks 60% Increase in New Loyalty Members with Two Week LTO



## Overview

Legal Sea Foods is a full-service restaurant (FSR), based out of the Massachusetts area that specializes in the preparation of sea food. They have over 20 locations across New Jersey, Rhode Island, Pennsylvania and Virginia with their main market focused in the Massachusetts area.

[www.LegalSeaFoods.com](http://www.LegalSeaFoods.com)  

23  
LOCATIONS

FOUNDED  
IN 1968



## The Challenge

After an initial jump in interest for their newly launched loyalty program, Legal was experiencing a lack of enrollments with sign ups slowly trickling in from month to month. Furthermore, Legal was making a big push to steadily increase the total number of loyalty enrollments to 100,000 customers by the end of 2024. To meet the deadline, and put an end to the drag in signups, Legal consulted their Paytronix Strategy and Analytics team to craft a personalized campaign that would turn the program around.

## Paytronix's Recommendation

The Paytronix Strategy and Analytics team worked with Legal's marketing team to craft a limited time enrollment offer strategy rewarding new signups with an incredibly high value reward item. For two weeks, all new enrollees would be given two of their famous lobster rolls for the price of one – which at the time were priced at \$43 per roll. In addition to drawing in new customers, this reward would be open to existing loyalty members as well in order to boost overall visits and spend while re-engaging with key members of the business.

To ensure the campaign was a success, Paytronix recommended the campaign be paired with a heavy digital marketing and in-store marketing campaign to draw customer awareness.



## Results

The campaign was a resounding success, and has given Legal Sea Food the momentum necessary to meet their loyalty program goals for the end of the year. Since the end of the campaign, Legal plans to implement this strategy into their marketing regularly. As it succeeds in re-engaging with existing loyalty members, while drawing in new ones.

- Total loyalty member count increased by **60%** in just two weeks
- Promotion resulted in **366%** increase in average daily registrations during campaign period compared to the 15 days prior
- Enrollments during the campaign accounted for **81%** of total enrollments in a five-week period
- New enrollees from the campaign continued to visit in the month following and made up **36%** of redemptions in a following offer campaign
- **33.8%** of guests dining across all restaurant locations enrolled in the loyalty program
- The LTO resonated with existing loyalty members as well - **45.2%** of existing loyalty users redeemed the offer

*"Our two-for-one lobster roll promotion proved the power of loyalty for Legal Sea Foods by demonstrating that campaigns drive strong incremental engagement and enrollment. Paytronix is helping us drive spend, engagement, and ROI from our campaigns. Even our double-points campaign drove over 20 times incremental visits compared to control groups."*

**Christine Cocce**

Director of Marketing, Legal Sea Foods