



A visit challenge accelerates visit rates by 54% and increases revenue

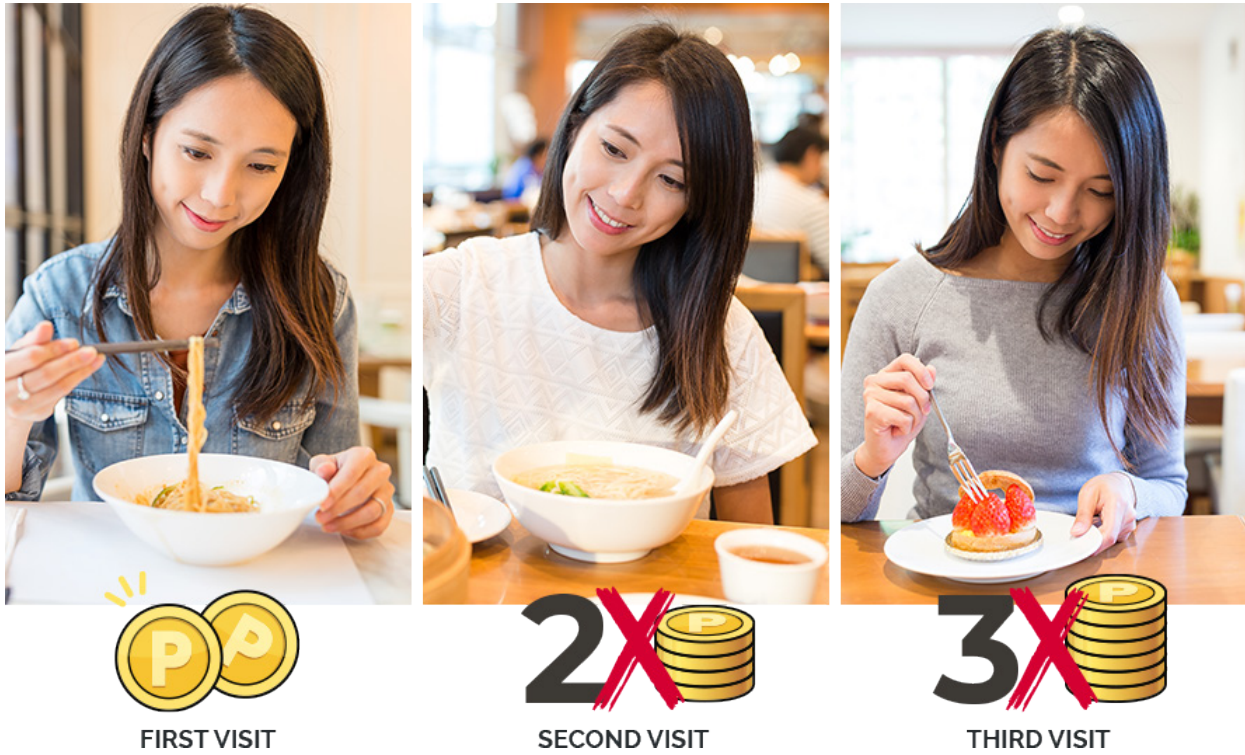


The Challenge

A national casual restaurant chain wanted to increase the visit frequency of its less active loyalty members and capture a greater share of their spending.

The Program

The marketing team targeted infrequent loyalty program members with a bonus-points offer designed to encourage multiple visits. During the promotional month, guests received extra loyalty points every time they visited. The number of bonus points awarded escalated with each subsequent visit – that is, the bonus points doubled with their second visit and tripled with their third visit.



Results

54%

Increase in Visits

42%

Increase in Monthly Revenue

The promotion sparked a **54%** increase in visits and fueled a **42%** increase in monthly revenue.

Even more important, the promotion produced a big carryover effect, as visit rates remained significantly higher in the month after the promotion ended. This result lifted segment revenues **27%** above the baseline during the post-promotional month!

The lure of extra loyalty points clearly influenced the guests' dining decisions and increased visit frequency. A visit challenge like this one is thus an effective way to engage guests and earn more of their share of wallet.