



Reaping the Rewards of a 1:1 Visit Challenge



Overview

Great Harvest is a franchised bakery cafe that specializes in whole grain breads as well as breakfast items, pastries, and coffee.

www.GreatHarvest.com  

200+
LOCATIONS

64k
LOYALTY MEMBERS

Franchised
Bakery Cafe
CATEGORY



FOUNDED IN MONTANA
1976



Situation: A Thriving Loyalty Program Grows More Advanced

With a growing base of active loyalty members, Great Harvest was ready to drive deeper engagement with advanced segmentation campaigns. The brand started with a 1:1 Visit Challenge, a campaign driven by artificial intelligence that rewards guests individually with the intent of increasing visits. The results were staggering with increases of more than a third across all categories, including total visits, visit frequency, and spend. Now, Great Harvest is expanding the program by working with the Paytronix Strategy & Analytics team to introduce a steady rotation of 1:1 campaigns designed to increase customer lifetime value (CLV).

Taking a Strong Loyalty Base to the Next Level



35% Lift in Loyalty Visits

By leveraging AI-driven advanced segmentation, Great Harvest offered a unique visit challenge to each guest tailored to their individual habits. Guests who completed their visit challenge received \$5 off any purchase, valid for two weeks. Using a control and target group designed by Paytronix S&A, Great Harvest attributed a 35% lift in loyalty visits to the campaign.



31% Lift in Loyalty Spend

Though Great Harvest is known for its artisanal breads, the 1:1 Visit Challenge targeted sweet-toothed guests. The brand's oatmeal chocolate chip cookie became one of the most popular items sold during the challenge period, along with the Harvest White Loaf. Yum!



31% Lift in Unique Loyalty Member Visit Frequency

With industry-leading data analytics from Paytronix, Great Harvest could drive more than just aggregate lift. This 1:1 Visit Challenge modified guest behavior for the long-term. By leveraging data to personalize visit challenges for every guest, Great Harvest increased individual member visit frequency. In the long run, that makes each guest more valuable.

"Before Paytronix, we struggled with slow seasons. By leveraging 1:1 campaigns, we engaged customers on a personal level and increased sales in ways we hadn't thought were possible. We were even able to modify customer behavior to drive guest visit frequency. More campaigns and opportunities like this will only help grow our business and the future of our guest engagement strategy. We're looking forward to seeing what we can pull off next."

Mike Ferretti

CEO, Great Harvest