

Using Limited Time Offers to Increase Visit Rates

Loyalty Improvement Series

PAYTRONIX
systems, inc.

The Challenge

A regional casual dining restaurant chain aimed to increase visits rates during the summer months, a historically slow period of time.

The Program

The restaurant launched a 9-week limited time offer program designed to motivate guest visits. Each week, a different menu item was featured and provided free to loyalty program members. These featured menu items included appetizers, specialty drinks, and desserts. There were no conditions. No minimum purchase required. Just come in, and with a swipe of their member card, the guest received the free menu item.

Success hinged on smart planning and expert execution. Paytronix' technology enabled this dynamic program at every step. Specifically, Paytronix:

- Setup a campaign to handle the start and expiration of each weekly promotion.
- Identified targeted loyalty program members (registered, opt-in members).
- Managed the distribution of weekly offers via email.
- "Loaded" the members' cards each week with the offer for the featured item.
- Integrated the solution with the POS system to ensure a seamless redemption experience for the guests and the restaurant staff.
- Tracked results with performance reporting.

The Results and Financial Return

The program delivered an exceptional response and a tidy financial return.

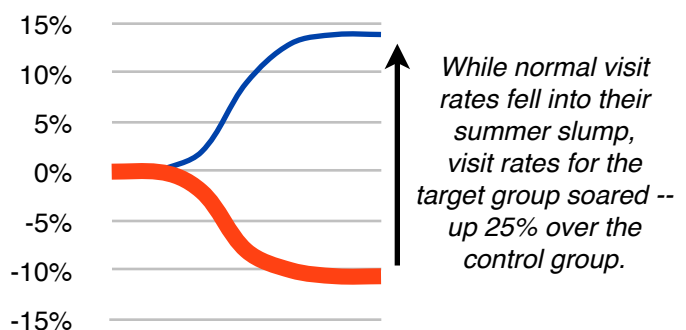
Visit rates soared 25% over the control group. As the typical seasonal slump took hold, the limited time offer program energized participants and ramped up their visit frequency.

Significantly, each featured menu item was carefully chosen for its potential to drive complimentary purchases. For example, sit-down restaurant customers will typically purchase a full meal when they redeem a speciality drink or dessert.

Best of all, the program delivered a generous 122% ROI. The revenue gain generated by the incremental visits more than offset the cost of the redemptions -- including the opportunity costs of giving away menu items that guests would have otherwise purchased.

To learn more about how Limited Time Offer promotions can help your business, contact us.

A Limited Time Offer Reversed the Seasonal Drop in Visit Rates



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