

Impactful Targeted Marketing

CHALLENGE

Our global quick-service restaurant client struggled to engage customers through their loyalty program. They wanted to drive greater customer engagement, improve their loyalty campaign ROI, and derive better insights.

SOLUTION

Using a multiprong approach, the Concord team emphasized 1:1 offer seeding, push notifications, and personalized emails, all with a heavy emphasis on data-backed testing and optimization. Our architects and developers implemented Adobe Campaigns, Adobe Target, and Adobe Analytics to execute and analyze the loyalty campaign results.

CLIENT:

Global QSR



KEY RESULTS

- ✓ Sent 352 experimental email campaigns to determine the most popular 1:1 offers
- ✓ Performed subject line analysis and send time analysis to find statistically significant impact on ROI per email delivered.
- ✓ Identified the highest performing emails and achieved over \$754k in ROI from just one email offer.
- ✓ Produced total ROI of over \$3.4M for the loyalty campaign.