



'Grow' Campaign

The pareto principle states that 80% of customers only provide 20% of sales. It can be easy to overlook those customers and just focus on acquiring new customers and keeping your key accounts happy. An easy to run, simple 'Grow' campaign can help shift the buying behaviours of these 80% of customers.

The biggest value a loyalty programme can deliver is the provision of the insights and mechanics to grow your customers both in terms of numbers and value. By understanding the data at a single customer level, and thereby being able to customise a campaign to specific customer metrics, you will be able to significantly switch your customers to being more loyal.

Examples of 'Grow' Campaigns

Changing Behaviour Objective #1:

Encourage customers to grow their breadth of spend. Reward customers for:

- Purchasing a new product
- Purchasing a (new) product more than 3 times
- Spending more across more products

Changing Behaviour Objective #2:

Encouraging customers to grow their frequency of spend. This metric has to be personalised so that you are motivating your declining customers as well as your loyal customers. Reward customers for:

- Purchasing 1.5 times as often as the previous period
- Purchasing 2 times more than the previous period
- Purchasing consistently over a set time period

Our programmes have delivered these results:

195%

increase in purchase frequency by members

79.4%

of customers were motivated to buy more product since joining the scheme and

43.5%

changed their buying behaviours as a direct result.

“ **Loyal customers can give you up to 3 times as much business** ”

stream

loyalty



Data Integration



Reporting Suite



Customer
Management



Campaign
Mechanics



Communication
Analysis