

National Restaurant Brand Increases Customer Engagement through Loyalty Marketing

**Company Profile**

National Restaurant
Brand

**Industry**

Hospitality

**Location**

Tampa, FL

**Client Since**

2009

THE CHALLENGE

When a national restaurant brand with multiple chain concepts sought to increase its customer engagement through a new loyalty program, AccuData Integrated Marketing developed a content management and email delivery infrastructure to support the program's multiple customer touchpoints.

THE SOLUTION

Build Customer Loyalty

To increase customer retention and build loyalty, AccuData developed a system to capture new loyalty program registrations via a landing page, funnel customer information into a convenient database, and deploy welcome emails to new member registrants. In real time, registrations are captured, contact information is collected, and the welcome email is sent.

Increase Registration Conversions

In addition to refining the registration process, AccuData's digital creative team also provided design recommendations for the landing page and emails that would drive conversions. These recommendations included logo placement, brand messaging, subject lines, and consistent email and landing page design. This ensured the continuity of the creative design and brand message to achieve a better conversion rate.

Create Cross Brand Awareness

The brand sought to use the loyalty program to increase customer awareness of its other restaurant chains. When registering for the loyalty program under one chain, customers may also register for communications from the brand’s other restaurants. With a custom API, AccuData ensured seamless communication between the email platform and the brand’s loyalty program system. This allows AccuData to receive daily feeds of registrants opting in to additional chain communications, triggering a welcome email from the restaurant.

THE RESULTS

Achieved Doubled and Tripled Marketing Metrics

AccuData’s creative optimization recommendations resulted in a significant improvement, generating double (sometimes triple!) the click and email open rates, including an open rate as high as 62%, an average click rate of 32%, and a 20% conversion rate.

Increased Conversions

AccuData’s optimization process discovered that customers were initially being redirected from the registration email to a landing page that looked like a third-party site more than the organic loyalty program site. (Google Analytics showed that customers were abandoning this page.) AccuData’s specialists suggested that the landing page be changed to the loyalty program home page to keep the branding continuity. This change led to a significant increase in conversions. See the before and after metrics for all five restaurant chains:

Before	Open Avg	Click Avg	Conv Avg	After	Open Avg	Click Avg	Conv Avg
Chain 1	31%	9%	6%	Chain 1	62%	32%	20%
Chain 2	29%	6%	4%	Chain 2	56%	19%	9%
Chain 3	26%	5%	1%	Chain 3	52%	19%	8%
Chain 4	22%	4%	2%	Chain 4	48%	19%	10%
Chain 5	15%	2%	1%	Chain 5	21%	3%	3%

(Metrics for guests driven to coupon link.)

Measurements Made Easy

Clearly outlining the goals in advance, AccuData and the restaurant brand partnered to achieve actionable results. AccuData integrated its email delivery and database technology with the restaurant brand’s loyalty program systems to support growth initiatives. This integration proved successful for the brand as well as their patrons and is a perfect testament to AccuData’s commitment to partnership, custom solutions, and results.