

HOW TO REWARD YOUR CUSTOMERS TO KEEP THEM COMING BACK FOR MORE



BUILDING A LOYALTY PROGRAM THAT WORKS!

01 SITUATION

Biscuit Belly is a growing new breakfast concept in the restaurant space. It has a following of loyal customers thanks to their made-from-scratch biscuits, but despite this increasing fandom, Biscuit Belly's loyalty program, Belly Bucks, had low awareness among their most beloved customers.

02 CHALLENGE

INCREASE AWARENESS OF BISCUIT BELLY'S "BELLY BUCKS" PROGRAM AND DRIVE LOYALTY ACQUISITION

Prior to the loyalty program revamp, Belly Bucks saw soft engagement as there were not clear communication touchpoints to encourage acquisition and use of the program. The rewards structure was confusing, with little sign-up incentive to capture attention of the brand's audience.

03 APPROACH

RIGHT MESSAGE, RIGHT TIME

Ad Cucina worked with Biscuit Belly to audit their current loyalty marketing structure. After mapping out the customer journey, both in-store and digitally, we were able to determine the points that we could impact to match them with appropriate messaging.



01 INSIGHTS

TANGIBLE & ACHIEVABLE REWARDS BREED LOYALTY PROGRAM SUCCESS!

Guests are most likely to engage with loyalty programs where the benefit of the reward is immediately recognized and where earning rewards feels easily within reach.



03 SOLUTION

Through industry research, Ad Cucina identified best-in-class loyalty programs to understand what made them successful. Paired with our consumer insights, Ad Cucina made strategic recommendations on how the loyalty program should be restructured, and how to best market it to drive acquisition to the program. The recommended restructuring of the Belly Bucks loyalty program ensured the offerings would be effective in driving acquisition as well as repeat visits from loyalists.

DELIVERABLES:



LANDING PAGE for all loyalty related information delivers the full message of what the Belly Bucks loyalty program offers, making the rewards and earning system feel both tangible and achievable and drive new sign-ups.

POP CREATIVE for four in-restaurant touchpoints key to decision-making moments drove awareness and acquisition, utilizing tactics such as FOMO to ensure guests didn't miss out on loyalty perks.



FOUR-PART EMAIL STREAM included a Welcome Email, a Visit Driver, a Win Back and a Rewards Notification to help with guest engagement throughout their loyalty lifecycle and to drive continued in-store traffic.

RESULTS

Overall, the revamped Biscuit Belly loyalty program saw strong performance:

+68% INCREASE
IN NEW USERS (11,727)

+53%
OPEN RATE
FOR EMAILS

+42%
TOTAL WEBSITE TRAFFIC ACCOUNTED
FOR BY REWARDS LOYALTY PAGE

+12%
CTOR
FOR EMAILS

Results from February 7, 2022–May 2, 2022.

LET AD CUCINA HELP

We're ready to start when you are. Schedule a free consultation and analysis of your loyalty program by contacting Robert Kapfhammer. Call 502.468.0628 or email Robert.Kapfhammer@AdCucina.com.