

OVERDUE VISIT AUTOMATED EMAIL CAMPAIGN

CASE STUDY: HIGHWAY 61 ROADHOUSE

SETTINGS

Fires after 2 consecutive months of no visits and loads \$10 reward on eligible loyalty accounts that expires after 1 month.



Hi Maria,

We haven't seen your smiling face lately and we miss you. So as an incentive to return, we have loaded a **\$10 bonus** into your loyalty account that can be redeemed anytime over the next 30 days. How's that for showing some love? We hope you reciprocate as it would be our absolute pleasure to serve you.

Sincerely,

Hwy 61 Roadhouse
319.968.0061
www.hwy61roadhouse.com



CAMPAIGN PERFORMANCE

Period ▼	# of Patrons Emailed	Visited within 30-Days	Visited within 30-Days %	Sales within 30-Days
Oct, 2014	623	137	22%	\$1,312.52
Sep, 2014	816	141	17.3%	\$1,971.86
Aug, 2014	482	82	17%	\$1,009.87