

# Increasing Loyalty Program Membership with Serialized Marketing

## CASE STUDY



Food and Beverage



Retail



Loyalty Program

### CUSTOMER PROFILE

**FORTUNE 500 CORPORATION**

**LEADING RETAIL FOOD SERVICE CHAIN**

**\$15 Billion** Annual Revenue

**160,000** Number of Employees

### CUSTOMER CHALLENGES

A global brand with a successful loyalty program needed to find new ways to increase its market share and deepen engagement with its customers. One shortcoming of the brand's rewards program was that members could only earn points for their purchases in the brand's specialty retail stores using a registered card. When they bought the brand's products in grocery stores or other wholesale channels, they didn't earn points.

The brand leveraged OPTEL's Verify Brand® Software loyalty accelerator solution to double the members in its loyalty program within a year.

### REQUIREMENTS

- Deliver targeted offers across all channels: on-pack, social, digital, printed postcards and free-standing inserts
- Modify campaigns already in market
- Access real-time redemption reports: where offers are redeemed, who is redeeming them, and which items consumers are purchasing
- Offer SKU-specific promotions



## RESULTS

OPTEL's Verify Brand® Software enabled the brand's loyalty program to expand into grocery stores and beyond, positioning the brand to break the tie at retail. During the first 12 months, it processed more than 14 million redemption requests, with the proven capacity to process more than 4.3 million per day.

During this period, the brand experienced an increase in loyalty-program membership, leading to a significant lift in the operating income of its channel development business.

In addition, the brand extended the use of the Verify Brand Software solution to enhance promotions for different product lines in its family of businesses.

Thanks to our software's built-in fraud prevention safeguards, the brand is able to identify and minimize fraudulent redemptions in real time.

## BENEFITS

- Serialize products to offer more rewarding consumer engagements
- Establish or extend loyalty program beyond brand-owned sales channels
- Access actionable, real-time insights
- Increase customer engagement
- Improve market analytics

## CONTACT US

For more information on our Fast Track solutions for serialization, visit [www.optelgroup.com/fast](http://www.optelgroup.com/fast).

The **Verify Brand® Software** has been a **great partner** to help us **build new ways** to engage with our **customers**.



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