

Customer Loyalty Program Example

ALL-TIME STATS: **866** mobile subscribers **1,020** loyalty participants

Analytics

May 1 - Oct 17, 2019
 Compare

Jason's Deli (jasonsdeli) x

Locations

Print

Data to plot:

Check-Ins x

Broadcast Overlay:

On

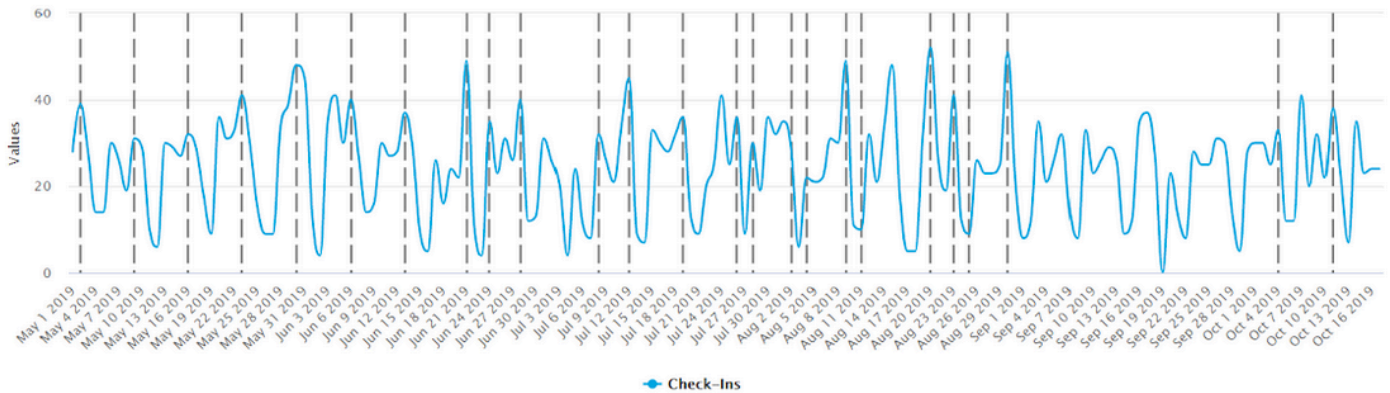
Hour

Day

Week

Month

Message Analytics



Thru June 12, all SMS were sent on Thursdays. Client requested SMS on differing days to determine best days to run text messages.

The dotted lines represent days that SMS were sent; blue line represents total customers. Testing was completed August 29.

Results are summarized below.

Jason's Deli Check In Averages.xlsx							
A	B	C	D	E	F	G	H
Averages From 160 Days	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
W/o Broadcast	8	26	25	26	24	26	10
With Broadcast	30	34	52	33	40	41	N/A
Percent Increase	275%	30.76%	108%	26.92%	66.66%	57.69%	N/A