

Client Case Study

Client: MOOYAH

Locations using RewardMe: 16

Transactions using RewardMe: > 1 million

Launch date: December 1, 2011

URL: www.mooyah.com



MOOYAH and RewardMe: Measurable results through gamification

MOOYAH is one of the fastest-growing fast casual franchises in the industry, rated #1 in the 2009 FastCasual.com's annual Top 100 Movers and Shakers.

MOOYAH required a marketing and operational solution to effectively drive customer behavior while maintaining control of its brand. With each franchise operating under an independent franchise owner, the tools given to franchisees needed to be flexible and cost-effective.

RewardMe launched the MOOYAH rewards program on Dec 1, 2011. In the first 5 months, RewardMe enrolled over 20% of the MOOYAH customer base, and drove a provable **2% bottom-line revenue increase** among the participating 16 locations – a better than 100:1 ROI.



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Result: a measurable, direct increase in revenue lift

Punch cards and loyalty cards have delivered subpar loyalty solutions for decades. Recent innovations in technology have spawned a myriad of smart phone-driven loyalty programs that claim results, but rarely deliver in the real world. No other program comes close to achieving the measurable results RewardMe has achieved with MOOYAH. The primary differences: participation rate and speed of use.

1. RewardMe drives high participation rates

Five months after launch, **20.2%**, of all MOOYAH customers use RewardMe on every visit. That's **29,500 loyal members** among 16 locations in 5 months. MOOYAH's best-performing locations have a 35% - 45% daily customer participation rate. MOOYAH achieves these high participation rates while offering no signup incentive. The industry average participation rate is less than 5%.

The result of such high participation: whatever revenue lift you can achieve among participants will lead to a significant overall revenue lift for your company.

2. RewardMe benefits your best customers

MOOYAH's best customers are the most likely to join the MOOYAH Rewards program. In fact, participating customers had historically **spent 24.8% more** than non-participants. In effect, RewardMe is successfully capturing and rewarding MOOYAH's best customers – those that spend the most money and visit most often.

Note: this population selection effect should not be confused with revenue lift, which is detailed below in point 3.

Client Case Study

3. RewardMe drives new revenue from your best customers

Statistical analysis of over 1 million transactions reveals that the MOOYAH rewards program drives participating customers to **spend 5.7% more over time**. This revenue lift is attributable to gamification* and is a statistically sound calculation independent of the effects of population selection and random environmental factors.

***Gamification:** the use of game-like techniques to enhance non-game contexts. In the case of RewardMe, gamification refers to the process of earning points and rewards for actions such as purchases, Facebook likes, and participation in the text club.

MOOYAH rewards members spend more money on each visit and visit more often because RewardMe is fun and easy to use.

Most importantly, because RewardMe captures 20.2% of customers (point 1, above), RewardMe has generated a **2% bottom-line revenue increase** at MOOYAH over a 5-month period.

4. RewardMe creates a new marketing channel

RewardMe **captures 33% of participating members into the MOOYAH text club**, making 1 out of every 3 of MOOYAH's best customers reachable and willing to receive targeted marketing messages like discounts and promotions.

In summary

In 5 months among 16 MOOYAH locations, RewardMe has driven a 2% revenue lift and delivered a better than 100:1 ROI by doing the following:

1. Encouraging high enrollment and per-visit participation (**20.2%**)
2. Selectively rewarding and connecting the best MOOYAH customers
3. Increasing total spend among these customers **by 5.7%** through gamification

Client Case Study

Drive Action: an effective text message campaign

On April 3, 2012, MOOYAH used a text-message campaign and a customer list **29,500 strong** to drive customers behavior. Despite massive tornadoes hitting Dallas/Ft. Worth that day, the results were impressive.

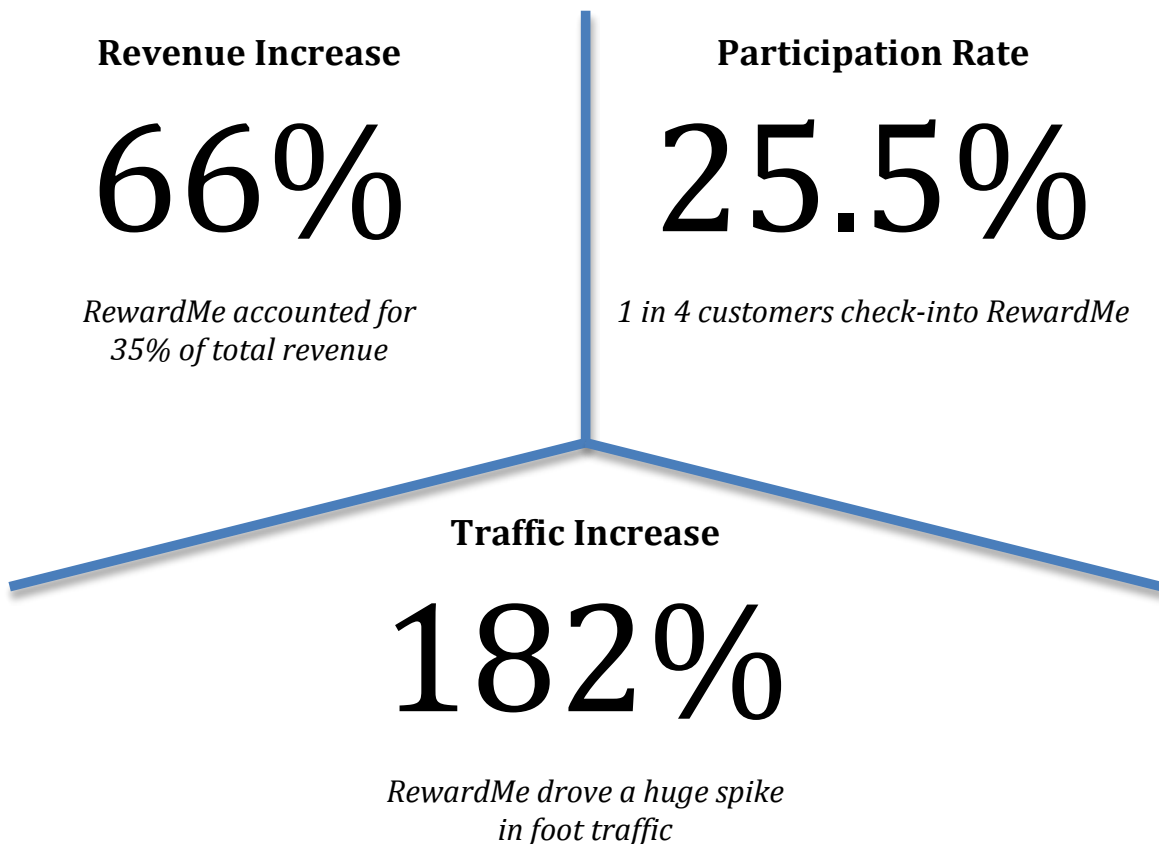
The goal: drive a large influx of customers to MOOYAH

The incentive: an entire MOOYAH meal for only \$5

The method: MOOYAH sent the following text message

“Come celebrate and get any burger, small fry and a regular drink for just \$5!! Can't wait to celebrate with you! :)”

Results from the day of the promotion (April 3, 2012):



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