

Regional Grocery Chain

Challenges

- A grocery chain with over 1,300 locations has a loyalty program whose members deliver strong ROI.
- However, a recent audit found that over 50% of loyalty program members did not have a current email address associated.

Solutions



V12 validated existing emails, replaced suspect emails, and added missing emails.



A 3x email cadence was deployed to all new emails to create awareness and engagement by encouraging them to update their loyalty profile.

Proven Results

- ✓ New emails **outperformed existing emails by 1.6 times** based upon 30-day revenue.
- ✓ These **loyalty members responded favorably** to the new exposure of the client's email messaging and offers.