

HAPPY ANNIVERSARY AUTOMATED EMAIL CAMPAIGN

CASE STUDY: BONE ISLAND GRILLE

SETTINGS

This Happy Anniversary email campaign sends automatically on a daily basis to Bone Island Grille's customers on their anniversary date confirming a \$10.00 reward loaded into their loyalty account. The \$10.00 reward systematically expires after 1 year although their template references "30 days" as a call to action.



**HAPPY ANNIVERSARY
COME CELEBRATE WITH US**

Hi Donna,

On behalf of Bone Island Grille, we'd like to officially say:

Happy Anniversary!

We'd also like to let you know that Bone Island Grille has added **\$10.00** to your loyalty account that is now available for redemption immediately. Consider it an anniversary gift on us with no strings attached. The value can be used anytime over the next 30 days. Just present your card or mobile phone number at checkout to redeem value toward your purchase.

We hope you enjoy your special day with your loved one(s).

Sincerely,

Bone Island Grille
517.783.2144

CAMPAIGN PERFORMANCE

Period ▼	# of Patrons Emailed	Visited within 30-Days	Visited within 30-Days %	Sales within 30-Days
Oct, 2014	180	70	38.9%	\$1,619.36
Sep, 2014	175	72	41.1%	\$2,103.05
Aug, 2014	186	81	43.5%	\$2,314.08
Jul, 2014	174	70	40.2%	\$1,765.21
Jun, 2014	202	122	60.4%	\$2,298.73