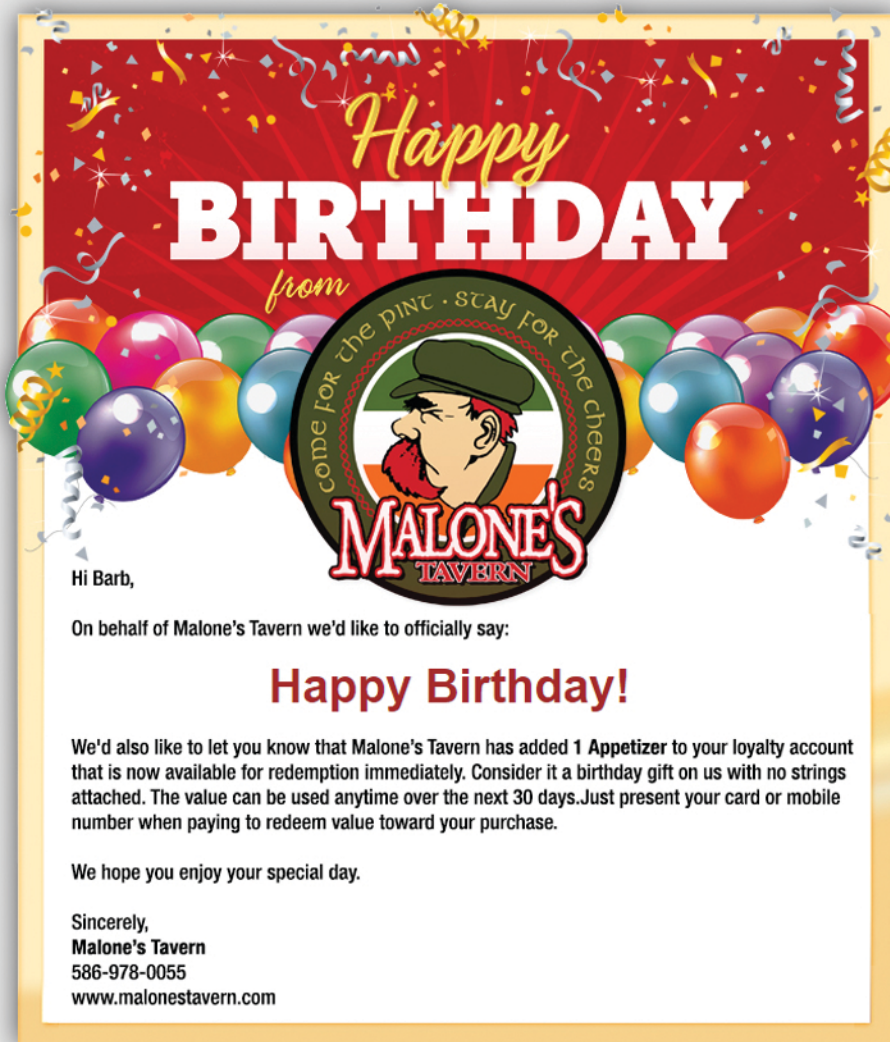


HAPPY BIRTHDAY AUTOMATED EMAIL CAMPAIGN

CASE STUDY: MALONE'S TAVERN

SETTINGS

This Happy Birthday automated email campaign, featuring a customized layout, sends automatically on a daily basis to Malone's Tavern's customers on their birthday confirming one (1) **FREE Appetizer** loaded into their loyalty account. The complimentary appetizer must be redeemed within 30 days or it is removed from the members' account.



CAMPAIGN PERFORMANCE

Period ▼	# of Patrons Emailed	Visited within 30-Days	Visited within 30-Days %	Sales within 30-Days
Nov, 2014	66	23	34.8%	\$1,081.45
Oct, 2014	62	29	46.8%	\$1,983.13
Sep, 2014	37	15	40.5%	\$1,318.67
Aug, 2014	56	23	41.1%	\$1,641.17
Jul, 2014	56	24	42.9%	\$1,602.38
Jun, 2014	61	40	65.6%	\$2,134.46