

# ST. PATRICK'S DAY AUTOMATED EMAIL CAMPAIGN

## CASE STUDY: RIDLEY'S BAKERY CAFE

### SETTINGS

This email campaign automatically emailed Ridley's Bakery Cafe entire membership database on March 17, 2014 confirming a \$5.00 reward loaded into patron accounts that expired after 1 week.



Hi Jonathan,

On behalf of Ridley's Bakery Cafe we'd like to officially say:

### Happy St. Patrick's Day!

Ridleys Bakery just left you a Pot of Gold in your loyalty account. We loaded some green to the tune of **\$5.00** that's valid for the next 7 days. Now that's the luck of the Irish! And **TODAY ONLY**, if you wear green and redeem your gift, we'll give you **TRIPLE CASH BACK** rewards on your entire purchase. Also, please enjoy **DOUBLE CASH BACK** rewards all day every day starting tomorrow and lasting through the rest of the month.

See you soon!

Sincerely,

Ridley's Bakery Cafe  
248.689.8638  
www.ridleysbakery.com



### CAMPAIGN PERFORMANCE

Period ▼	# of Patrons Emailed	Visited within 7-Days	Visited within 7-Days %	Sales within 7-Days
March 17 - 24	1608	540	34%	\$2,585.75