

# OVER 1000 MEMBERS STRONG!

## CASE STUDY: CRAYONS CHILDRENS RESALE

### GIFT AND LOYALTY HIGHLIGHTS (as of 12/31/2014)

**Members:** 1,019 • **Total Sales:** \$534,165.16 • **Rewards Breakage:** 84.9% • **Gift Breakage:** 38.1%

Sales Measures	Dec. 2014	Nov. 2014	Oct. 2014	Sep. 2014	Aug. 2014	2014 YTD
Sales Volume	\$11,643.63	\$22,700.00	\$15,053.86	\$22,309.45	\$18,957.14	\$534,165.16
# Sales Transactions	283	479	322	233	450	12,060
# Visits	282	480	322	230	451	12,127
Average Ticket	\$41.29	\$47.29	\$46.75	\$49.17	\$42.03	\$44.05
# Remittance Transactions	263	460	315	218	437	11,730

*Gail Roben, Owner*

*"I really like the email and mobile marketing within the program. It allows me to send out communications on the fly in a few minutes. We also offer increased rewards from time to time with our customers instead of just discounting prices and it works well for us and the customer. The rewards give customers another reason to come back more often and we can give our loyal regular customers more value."*