



OVERALL PROGRAM HIGHLIGHTS

THANK YOU NOTES SENT 18,148	AVERAGE NEW MEMBERS EACH MONTH 157
HAPPY BIRTHDAY PROMOTION 2,079	HAPPY ANNIVERSARY PROMOTION 821

Jim Arnone – Sterling Heights, MI

“Using a membership program allows us to reward our most loyal customers across our 3 locations. Now we can offer great members-only specials and minimize discounting. The ability to text our customers on the fly also delivers incredible results.”

AUTOMATED THANK YOU NOTES

	# SENT	% VISITED WITHIN 30 DAYS	SALES WITHIN 30 DAYS
Nov. 2014	507	67%	\$32,415.33
Oct. 2014	529	67.9%	\$34,718.19
Sept. 2014	403	78.2%	\$32,012.09
Aug. 2014	430	72.6%	\$31,515.44
Jul. 2014	460	70.2%	\$30,862.22
Jun. 2014	479	72%	\$33,300.89
May 2014	457	69.8%	\$32,779.04
Apr. 2014	508	66.7%	\$34,559.03
Mar. 2014	415	74.5%	\$35,262.56
Feb. 2014	400	70%	\$26,352.63
Jan. 2014	410	64.4%	\$22,018.21

LOYALTY PERFORMANCE METRICS

Avg. Ticket: \$22.01 • # of Registered Members: 4,228 • Rewards Breakage: 36.5%

2014 SALES \$743,791.06	CUMULATIVE SALES \$1,285,834.20
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* Data displayed as of 12/31/2014



MEMBERS GET MORE ...

\$15

- \$5 Just for texting DOOLEYS to 55678
- \$5 On Your Birthday
- \$5 On Your Anniversary

DON'T LIKE CARDS?
Use Your Mobile Number Instead!

IN ORDER TO EARN AND REDEEM **CASH BACK REWARDS** ON FUTURE PURCHASES, EITHER PRESENT YOUR CARD OR GIVE THE CLERK YOUR MOBILE NUMBER DURING CHECKOUT.

IT'S YOUR CHOICE AND IT'S THAT SIMPLE.

Privacy is our Policy. We NEVER sell your data or information to anyone. The Dooley's Rewards Program is strictly used to send you exclusive special offers and Rewards earning opportunities.

All marketing communication is permission based.

Plus!

- **DOUBLE** Cash Back Rewards Days
- **10%** Cash Back Rewards on Purchases



STERLING HEIGHTS
12414 Hall Rd. Sterling Heights, MI 48313
586-323-3501

ROSEVILLE
32500 Gratiot Roseville, MI 48066
586-296-BREW

MT. CLEMENS
235 N. Groesbeck Hwy. Mt. Clemens, MI 48043
586-954-1800