



MERCHANT CASE STUDY: BIG TOWN HERO

In October 2008 Rainbow Rewards and Big Town Hero sandwich shop launched an email-marketing program that generated significant growth in Big Town Hero's sales.

Over a 12-week period promotional emails, with a specific offer, were sent to Big Town's current customers, former customers (those who hadn't made a purchase there in at least three to six months) as well as prospects (Rainbow Rewards members who weren't currently shopping at Big Town Hero). Control groups of members not receiving the promotion were established as a baseline to compare promoted group performance.

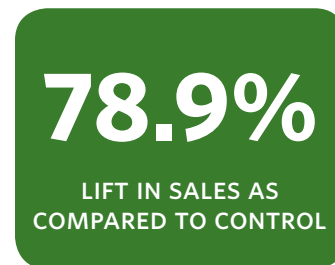
The results were dramatic!

During that three-month promotional period, the consumers who received the promotional emails shopped at Big Town Hero in big numbers! There was a **14% increase in total sales** revenue over the life of the campaign for all groups receiving the emails. And the customers went back repeatedly: there was a **27% increase in repeat customer spending**. Most significantly, there was a 17.3% reduction among the consumers who did not receive the promotional emails while those getting the emails increased their Big Town Hero purchases by **61.6% resulting in a total of 78.9% lift in sales**.

This story clearly illustrates that precise, targeted marketing is effective. Despite the poor economy, those marketed to made purchases in big numbers while those that weren't, kept their dollars in their pockets.



ACTUAL EMAIL CREATIVE



TARGETED MARKETING WORKS. EVERY TIME.