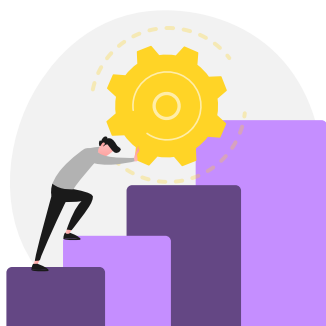


# PET STORE

OptCulture's frequent buyer program helps increase revenue by \$2.80M.

A renowned pet store chain wanted to run a **customer loyalty program** with an aim to increase consumer spends, building the brand, and increase revenue to **beat stiff competition** in the pet retail market.



## CHALLENGE

The pet store chain wanted to implement a **customer loyalty program** to encourage frequent visits and large purchases. The company sought a **strategic technology** partner to run a loyalty program to attract pet owners and **increase customer retention**.

## SOLUTION

OptCulture helped the pet store chain implement a **frequent buyer program** that would reward customers with a free product for their multiple visits. By analyzing purchase history data, OptCulture ran frequent buyer programs on around 2,300 products of popular pet food brands. The program was promoted with **email campaigns** and reminders at POS during checkout. The FBP was also integrated into the **POS system for seamless tracking and reports** were provided to claim promotional budget from brands.



## BENEFITS



With a frequent buyer program, the pet store chain was able to **increase its revenue** significantly. Repeat customer visits **increased by 17%**, and average Customer Lifetime Value grew by 28%.

It also helped attract new customers drawn in by the promise of free products. Simultaneously, it drove **operational efficiency**, removed the need of **physical FBP cards**, and the claims system to brands



## RESULTS

In one year,



**\$0.85 M**

Value of free products given



**\$11.00 M**

Revenue from products in program



**28%**

Increase in Customer Lifetime Value



## CUSTOMER QUOTE

"The FBP program helped increase our revenue and created a brand image that **cares about customers** and **their pets**. It was feeding two birds with **one scone!**"