

Data-driven rewards optimization with improved member growth, repeat visits, and *promotional efficiency*.

A regional fast-casual dessert brand · Marketing & loyalty · AI & machine learning

01 THE SITUATION

Business Problem

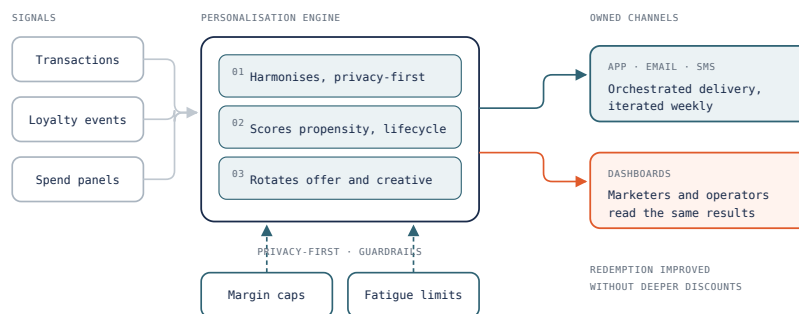
Loyalty performance was steady but under-leveraged: offers weren't tuned to neighborhood context, daypart patterns, or customer lifecycle, leaving acquisition and repeat frequency on the table. The aim was to combine first-party transactions and loyalty data with public, aggregated spend/rewards signals to identify where specific incentives resonate—and activate them through owned channels for both new and current customers.

02 THE CHALLENGE

Disparate data sources had to be unified in a privacy-safe way and distilled into actionable propensities that marketers and operators could actually use. In parallel, the team needed consistent eligibility logic across channels, rapid A/B testing with clean readouts, and guardrails that protect margin and minimize offer fatigue.

03 THE SOLUTION

We used AI to personalize rewards for new and current customers by combining first-party transactions and loyalty data with public, aggregated spend signals, then tested targeted offers to prove incremental lift.



CLIENT BACKGROUND

A regional fast-casual frozen yogurt brand focused on experiential, family-friendly visits and repeat frequency among local shoppers. It pairs a neighborhood-driven footprint with rotating seasonal flavors, a playful toppings bar, and a gamified loyalty program, turning casual drop-ins into weekly rituals.

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IMPACT

23%

New-member signups in targeted cohorts.

6%

Increase repeat-visit frequency among active customers.

120,000+

Customers migrated to the new brand's new app, alongside a reimagined loyalty "point shop."

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KEY COMPONENTS OF THE SOLUTION INCLUDED

01

Automated ingestion and harmonization

Automated ingestion and harmonization of transactions, loyalty events, and public spend/rewards panels with privacy-first controls.

02

Orchestrated delivery

Orchestrated delivery across owned digital channels (app, email, SMS) with role-based dashboards for marketers and operators to iterate weekly.

03

Creative rotation

Rotates copy and creative (e.g., flavor callouts vs. Points multipliers) to learn which nudge works best by lifecycle and daypart, improving redemption without deeper discounts.

WHERE IT LEADS

THE PRACTICE

AI & machine learning

Where this engagement was delivered, and where the work continues at scale.

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START HERE

GenAI Pilot

The fixed-scope, fixed-fee engagement that starts work like this — scoped with you before you commit.

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