

Data-driven rewards optimization delivered higher loyalty growth *at a lower promotional cost.*

A national quick-service restaurant chain · Marketing & loyalty · AI & machine learning

01 THE SITUATION

Business Problem

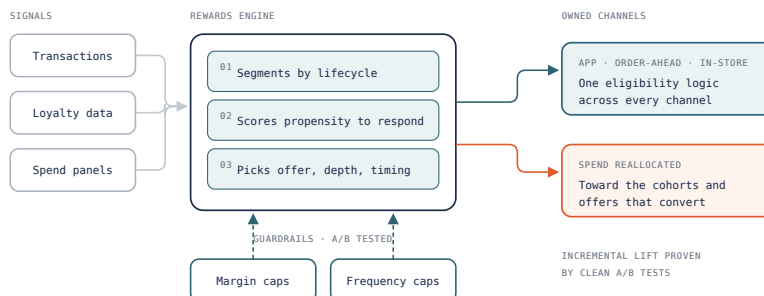
Loyalty was performing, but not at its full potential because offers were mostly broad-based and not consistently tuned to customer lifecycle or to actual visit patterns (commuter AM vs. Weekend PM). The objective was to use first-party transactions and loyalty data together with public, aggregated spend/rewards signals to identify where targeted incentives would convert best—and to activate those through the brand's owned channels for both acquisition and frequency.

02 THE CHALLENGE

Multiple data sources needed to be unified and simplified into signals that marketing and operations could actually use to target and measure offers. At the same time, the program needed consistent eligibility logic across app, mobile order-ahead, and in-store experiences, plus clean A/B testing and guardrails so that promotional spend went down while loyalty growth and repeat visits went up.

03 THE SOLUTION

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



IMPACT

14%

Increase in loyalty signups within targeted dayparts and markets.

11%

Lift in repeat visits among active members receiving tuned, behavior-based offers.

8%

Reduction in discount dollars per incremental visit due to smarter offer selection.

CLIENT BACKGROUND

A national quick-service restaurant chain operates a large, multi-market QSR network with strong morning traffic, mobile order-ahead, and drive-thru behaviors. The brand already runs a successful loyalty program, but performance varies widely by market, daypart, and visit habit, which means national offers don't always produce the best local or lifecycle outcomes.

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KEY COMPONENTS OF THE SOLUTION INCLUDED

- 01

Lifecycle segmentation and propensities

Lifecycle segmentation (new, routine, lapsing) plus propensities for conversion, morning-daypart frequency, basket lift, and offer fatigue.

- 02

Offer selection with guardrails

Chooses the incentive type (points multiplier, bundle, \$-off), depth, and timing by lifecycle and behavior; enforces margin and frequency caps.

- 03

Spend reallocation

Reallocates promotional spend toward the best-performing cohorts and offers to avoid over-discounting.

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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