

AMEX OFFERS CASE STUDY

CASUAL DINING

This partner is an online food delivery company that act as a link between independent merchants and the customer.

Their platform allows customers to choose from a variety of local take away restaurants, place an order, pay online and choose if they would like to have the food delivered or to collect it themselves.

OBJECTIVES THE PARTNER WANTED TO DRIVE

There were two key objectives the partner wanted to drive: Increase transaction size, and attract new long term customers.

1. INCREASE TRANSACTION VALUE

2. RETAIN NEW CUSTOMERS

HOW DID THE AMEX OFFER DRIVE THOSE OBJECTIVES?

TOTAL SPEND AND ACTIVE CARDMEMBERS

£135,725 Spend during 3,875
£359,462 Spend post 5,773

Newly acquired Cardmembers went on to spend **£359,462** in the following six months.

AVERAGE PURCHASE SIZE

£23 Average purchase size
£28 Average purchase size during offer

This campaign drove the average purchase size **up by £5**.

AVERAGE NUMBER OF PURCHASES

1.3X During
2.7X Post

Newly acquired Cardmembers made an average of **1.3 transactions** to begin and **2.7** in the following six months.

In this Amex Offer, for every **£1 invested** the Offer **returned £15**.



COMPANIES WE WORK WITH

Carluccio's



NESPRESSO



HOW TO GET INVOLVED

Contact our Dining Consultant to learn more about how Amex Offers can drive your business goals:

welcomeamexoffers@aexp.com



DON'T do business WITHOUT IT™