



AMEX OFFERS CASE STUDY

GROCERY

This partner is an online and instore mainstream grocery merchant in the UK.

Offering everything from groceries to home and garden wares, this British superstore provides home delivery across the country.

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. 
DRIVE NEW SPEND

2. 
INCREASE LOYALTY

HOW DID THE AMEX OFFER DRIVE THOSE OBJECTIVES?

TOTAL SPEND

£407,354 **£189,946**
During Post

Newly acquired Cardmembers went on to spend **£189,946** in the following three months.

AVERAGE PURCHASE SIZE

£36 **£75**
Average Offer
purchase size purchase size

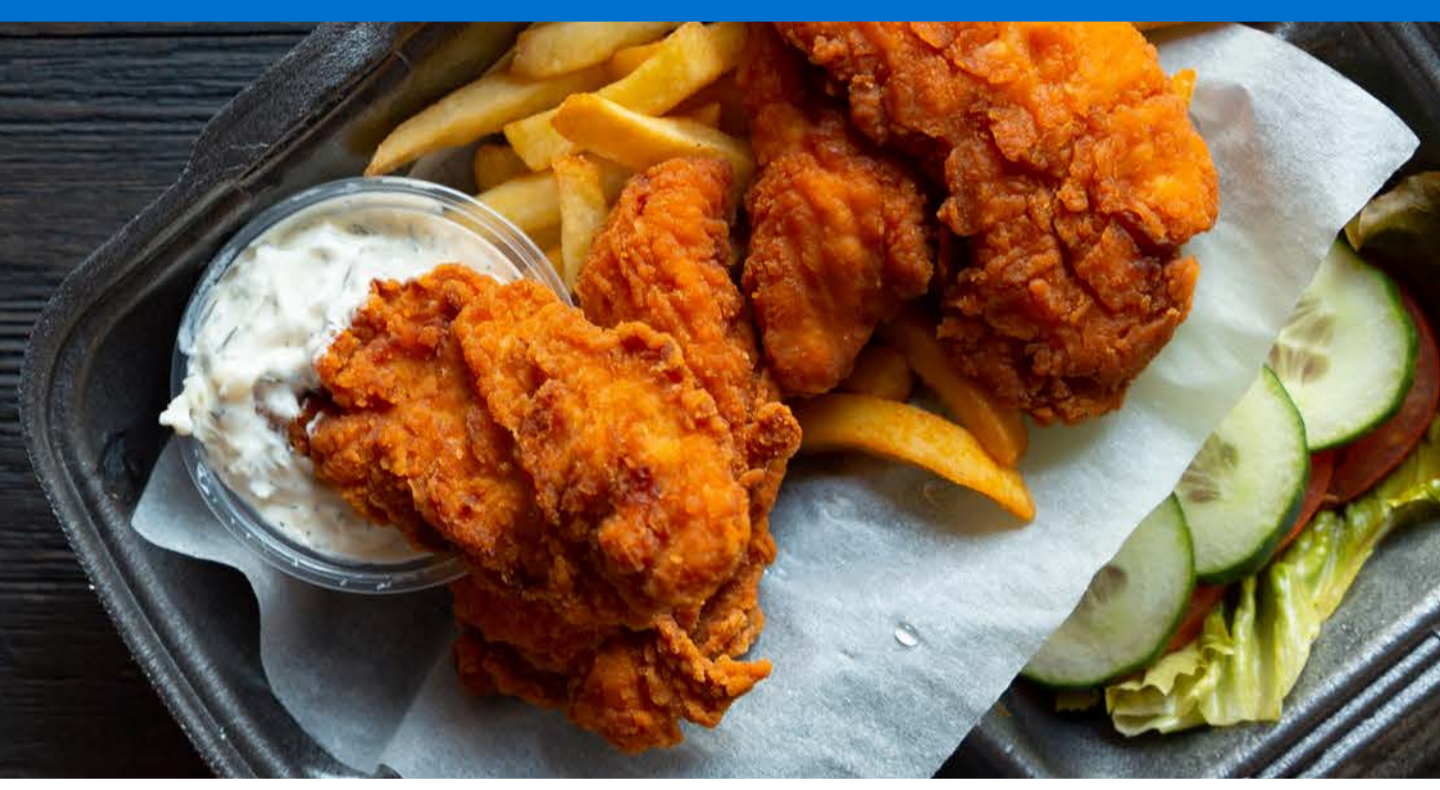
This campaign drove the average purchase size **up by over 2x the usual amount.**

AVERAGE NUMBER OF TRANSACTIONS

1.8X **4X**
During Post

Newly acquired Cardmembers made an average of **1.8 transactions** to begin and **4** in the following three months.

In this Amex Offer, for every **£1 invested** the Offer **returned £10.**



COMPANIES WE WORK WITH



TESCO



Waitrose

M&S
EST. 1884

Sainsbury's



HOW TO GET INVOLVED

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

welcomeamexoffers@aexp.com



DON'T
do business
WITHOUT IT™