

AMEX OFFERS CASE STUDY

RETAIL

This partner is a popular American worldwide clothing and accessories retailer that sells both online and on the UK high street.

Internationally renowned for affordable yet stylish designs, they provide women's and men's apparel, maternity clothes, as well as kids and baby clothes to a wide and varied client base.

OBJECTIVES THE PARTNER WANTED TO DRIVE

There were two key objectives the partner wanted to drive: Increase transaction size and drive total spend.



HOW DID THE AMEX OFFER DRIVE THOSE OBJECTIVES?

REDEMPTIONS AND SPEND

£240,857 Spend during 4,418
£117,799 Spend post 1,287

4,418 new Cardmembers engaged with the merchant during the offer period, and **1,287** returned post campaign.

AVERAGE PURCHASE SIZE

£39 During
£42 Post

Newly acquired Cardmembers spent £39 on average during the campaign but increased this to **£42** twelve months post campaign.

AVERAGE NUMBER OF PURCHASES

1.4X During
2.2X Post

These Cardmembers made an average of **1.4 transactions** to begin and **2.2** in the following twelve months.

RETAIL INDUSTRY OFFERS 2018-19¹

HIGHER SPEND DURING OFFERS



The Median Purchase Size of redeemers during an offer is 18% higher on average compared to 6 months prior to the offer.

POST CAMPAIGN PERSISTENCE



On average, 18% of redeemers continue to spend at the merchant in the next 6 months after the offer.

SPEND PER £1 INVESTED



For every £1 invested, the Offer generates £10 on average.

1. For this analysis, a set of Offers from merchants in the retail industry have been considered. All analysis presented here is the aggregate (average or median) performance seen from these offers. They do not represent incrementality measured against a control set.

COMPANIES WE WORK WITH

RIVER ISLAND



TED BAKER LONDON



ASOS



HOW TO GET INVOLVED

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

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DON'T do business WITHOUT IT™