



AMEX  
OFFERS



# Advertiser Case Study: Amex Offers x Graham & Fisk's

## The Challenge

Graham + Fisk's Wine-In-A-Can enables customers to enjoy great wine in life's more casual moments. This small business wanted to **showcase their brand to a national audience** in an industry dominated by celebrity endorsements and billion-dollar marketing budgets.

## The Solution

Amex Offers gave Graham + Fisk's Wine-In-A-Can a unique opportunity to responsibly market their brand to a **larger audience**. In 2023, 50% of their direct-to-consumer orders were from repurchasing customers.

Case studies shown for illustrative purposes only. Individual results will vary.



Amex Offers is our single most effective consumer acquisition platform, while simultaneously being the most cost effective.



## The Impact

**2:1**

Return on investment<sup>1</sup>

**87%**

of redeemers were new  
Amex shoppers<sup>2</sup>

**\$384K+**

Added media value<sup>3</sup>

<sup>1</sup> Return on investment = [(Total Campaign Spend - Offer Funding Cost) / Offer Funding Cost] includes all Amex Offers campaigns run with this merchant in 2023

<sup>2</sup> New Amex shoppers are defined as Card Members who have not used their Amex Card at the merchant in the 12 months prior to the offer

<sup>3</sup> Added media value is based on independent, third party valuation by Sonder, an owned media valuation firm; it does not reflect or purport to reflect the views of American Express. For more information visit [sondermedia.com](https://sondermedia.com)