



AMEX
OFFERS



Advertiser Case Study: Amex Offers x Just Salad

The Challenge

Just Salad is a fast-casual restaurant chain whose mission is to make everyday health and sustainability possible. They wanted to **build brand awareness, attract new customers and encourage customer loyalty.**

The Solution

Just Salad shared with us, “With the implementation of Amex Offers, we’ve seen **enhanced brand awareness, increased customer engagement with our product, and valuable consumer insights** that have been helpful in many other areas of the business.”



By leveraging the insights gained through Amex Offers, we’ve been able to refine our marketing strategies and better understand consumer behaviors and preferences, ultimately contributing to our overall growth and success.



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

The Impact

116:1

Return on investment¹

19.9K+

**redeemers who hadn’t
spent in 6+ months²**

\$981K+

Added media value³

¹ For every \$1 Merchant spent in Offer Funding Costs, they saw \$116 in return. **Offer Funding Cost** is the amount of money a Merchant spend running an Amex Offer. **Return on investment** = $[(\text{Total Campaign Spend} - \text{Offer Funding Cost}) / \text{Offer Funding Cost}]$. **Total Campaign Spend** is total spent that occurred at the Merchant by Amex Card Members who viewed the offer during the offer period, and includes all Amex Offer campaigns run with this Merchant in 2024.

² Refers to redeemers who have not shopped with the merchant in the 6 months prior to the offer.

³ 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.