



**AMEX**  
**OFFERS**



# Advertiser Case Study: Amex Offers x Magnolia Bakery



## The Challenge

New York City's iconic Magnolia Bakery has expanded beyond its brick-and-mortar locations, shipping their premium, fresh desserts overnight to doorsteps across the U.S. **But high shipping costs make it difficult to acquire new customers and maintain profitability.**

## The Solution

Magnolia Bakery shared, **"Amex customers spent 64% more than our offer threshold [and] every offer we've run [...] has consistently driven an ROI above 10x."** Amex Offers also encourages repeat customers and helps drive awareness, with the most recent campaign garnering 22 million views.

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

“

Amex offers has helped us acquire loyal, profitable customers that come back and spend with us time after time.

”

## The Impact

**14:1**

**Return on investment<sup>1</sup>**

**89%**

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

**\$2.8M+**

**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)