

CASE STUDY

Increasing Engagement with the Fred's Mobile App

CHALLENGE:

Build awareness and adoption of mobile ordering capabilities within the Fred's app by leveraging multi-channel marketing and loyalty incentives to increase engagement, grow transactions, incentivize incremental usage, and acquire and retain new mobile users.

TILLSTER SOLUTIONS:

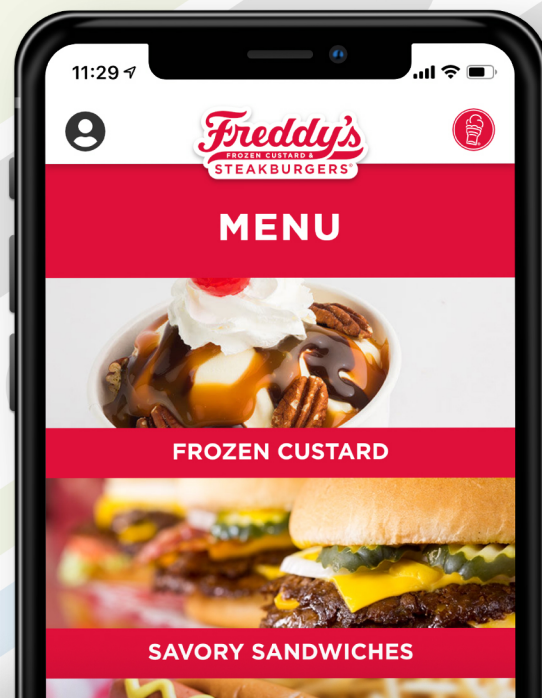
- Tillster Mobile Application
- Tillster Push and In-App Messaging
- Tillster Mobile Ordering
- Tillster Email Marketing
- Tillster Loyalty Platform

BUILDING A SUCCESSFUL CAMPAIGN

In July 2020, Tillster launched mobile ordering capabilities within the Fred's mobile app for the first time. The tools were in place for success, and Fred's goals were straightforward:

- Drive awareness of mobile ordering;
- Get people to use the app, not just once, but again and again;
- Retain mobile ordering users outside of the promotion;
- Use the platform to build loyal guests and acquire new FredHeads.

In November of 2020, Tillster helped Fred's launch a promotional awareness campaign to support the use of the app for mobile ordering.



Results:

- **33%** increase in mobile orders over the promotional period
- **32%** jump in revenue from mobile orders
- **53%** gain in new mobile ordering guests

THE PROMOTION

To achieve Fred's goal of increasing mobile orders, Tillster deployed a bonus points incentive during the last two weeks of November 2020; users placing a mobile order during the promotion would receive a 250-point rewards bonus. To participate and be awarded the bonus points, a user only needed to try mobile ordering during the promotional window.

When combined with the program's base point rules, the bonus would propel most first-time guests to be on the cusp of reaching their first reward—a subtle incentive to return for a second mobile order.

MARKETING THE PROMOTION

Freddy's announced the program's launch via a multi-channel communication strategy across email, push notifications, and in-app messages in addition to communicating the offer via social media. For those with push notifications disabled, Tillster deployed a persistent in-app message through the awareness campaign's duration. By sending targeted push notifications, Freddy's reminded app users who had not participated to place a mobile order before the promotion ended, and it worked.

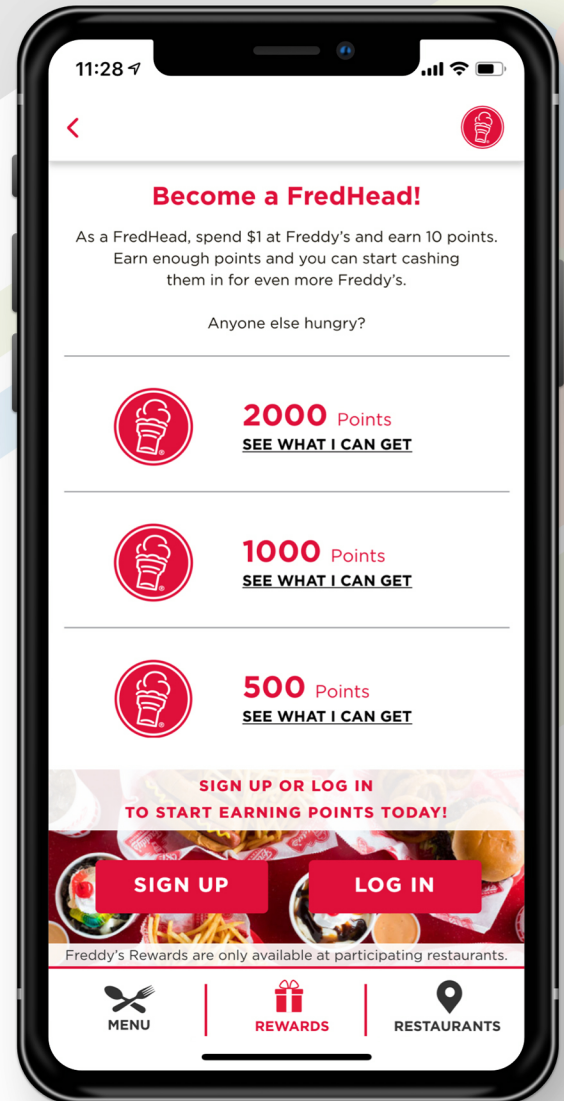
ACTIVATING & RETAINING USERS FOR MOBILE ORDERING

Guests activated during the campaign came back at the same rate as previous mobile guests placing a mobile order indicating the long-lasting success of the promotion. They came back to purchase again and again even after the promotion had ended. By partnering with Tillster, Freddy's not only drove the adoption of mobile ordering with a new user base but also acquired new FredHeads.

BY THE NUMBERS

The campaign was a smashing success. Freddy's logged a 53% increase in first-time mobile orders during the promotional period, marking a 33% overall jump in mobile orders during those two weeks. Freddy's continues to conduct similar promotions with repeated success.

In short, guests learned they could use the Freddy's mobile app to order food, earn points to redeem for rewards for free menu items, all while becoming loyal FredHeads.



Want to learn more about what it takes to win in the restaurant mobile application space?

Check out Tillster's digital ordering and engagement solutions at www.tillster.com

