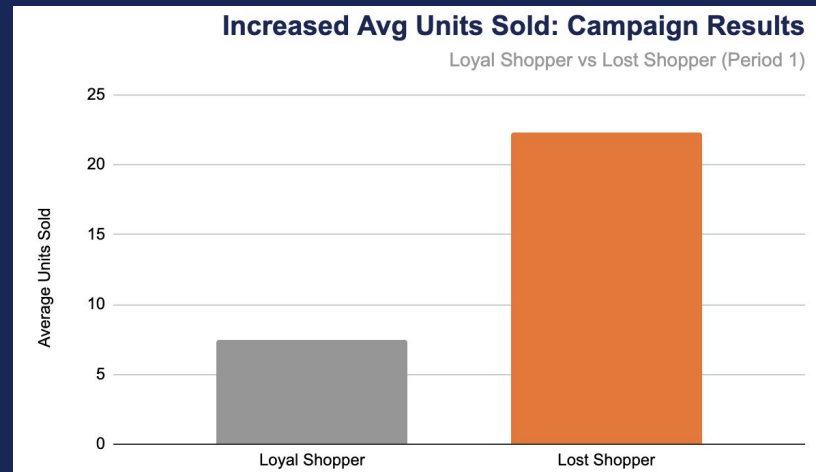
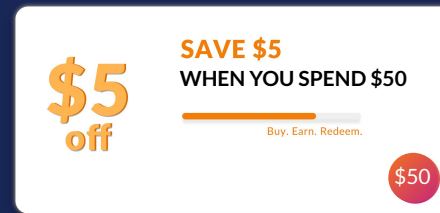


Bringing Back Lost Shoppers

Case Study No. 2510

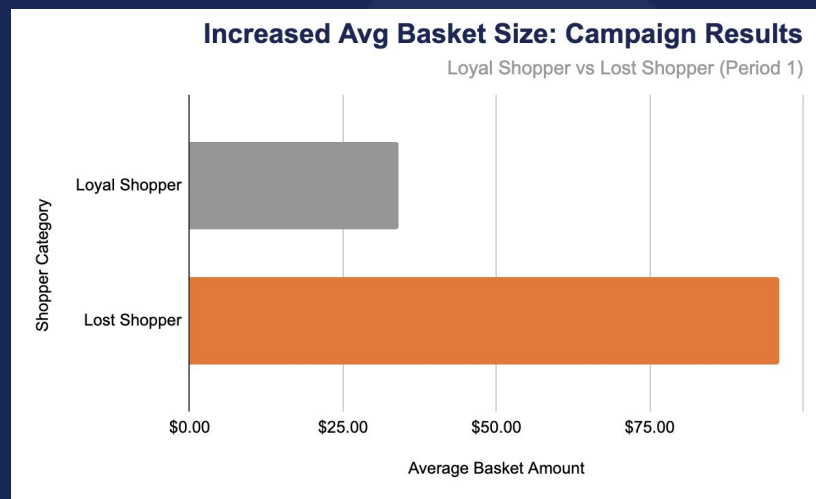


An independent grocery store chain with **11 locations** in **South Carolina** wanted to **win back shoppers who hadn't come in for 3 months**. At one store, they ran two **"Lost Shopper"** deals in a month, giving **\$5 off** when people spent **\$50**. The result? Lost Shoppers spent **183% more** than loyal shoppers, and the **number of items sold almost tripled**.



+198%

**Increase in
Avg Items
Sold**



+\$60

**Increase in
Avg Basket
Size**