



Case study

Chain of cafés in the Czech Republic

The Czech café chain faced strong competition from foreign companies. Three months of cooperation with Dateio helped them reach new clients and turn them into a loyal segment, while more than tripling the revenue from customers of the campaign.



New customers
2,200



Customers who have
become loyal – **25%**



Sales growth from customers
in the campaign by **360%**

Challenge

Gain new customers in a very competitive environment and retain the new customer segment. At the same time, increase sales by motivating existing customers to spend more.

Goal

The primary goal was to acquire new clients, secondarily to support the retention and to increase the spending of existing customers.

Solution

Dateio segmented the customers according to their frequency of purchases.

For the acquisition process, the customers who had shopped at the merchant less than 3 times in the last 12 months could get 50% back on their first purchase and 15% on all following purchases for the duration of the campaign. Customers who had made 4 or more purchases received a cashback of 4%.

Result

During the 3 months of the campaign, the merchant acquired **2,200 new clients**, **25%** of whom **remained loyal** even three months after the campaign.

New customers and existing customers who activated the offer **increased their purchasing** in the café chain **by 360%**.

It has been confirmed that a large share of the increase in incremental revenues is due to the motivation of existing customers to increase their spending.

