



Case study

## Chain of Salad Bars in Czechia

The partner's shops are mostly placed close to office buildings and the peak time is around 12 – 2 p. m. Using Dateio platform the partner was able to increase sales during off-peak hours and also motivate consumers to spend more, come more often. The campaign had also acquisition outcome, 20 % of customers were new.



Higher spend  
**21 %**



Increase in frequency  
**17 %**



New customers  
**20 %**



## Challenge

Gastro partner customers were mostly workers from surrounding office buildings. This had caused great difference between peak (12 – 2 p.m.) and off-peak hours in terms of revenue.

## Objective

Increase of traffic and revenue while maximizing the utilization in the off-peak hours.

## Solution

With Dateio, the company launched a campaign to generate off-peak traffic while using retention tool for current customers not move to another lunch provider.

**During peak hours the customers received 3 % cashback** – this motivated customers to buy their lunch with the company rather than with their competitors nearby.

**They then offered dramatically more attractive cash-back (30%) during off-peak hours** – this generated incremental sales (for example, their clients bought meals for later consumption).

## Result

The campaign generated **higher spend** for customers which activated the offer **by 21 %**, at the same time the **frequency increased by 17 %**.

The campaign also attracted **20 % of new customers**.

