



CASE STUDY

National Family Dining Brand

From Legacy Loyalty to Measurable Growth:
How a National Family Dining Brand Increased Signups
6x and Drove \$3.6M Digital Revenue in 6 Months

Industry:
Family Dining

Locations:
~260

Launched with Thanx:
2025

Program Impact

6X
SIGNUP GROWTH

\$3.6M
DIGITAL REVENUE

3X
**INCREASE IN ACTIVE
MEMBER RATE**





Background

This national family dining brand has been a fixture in its communities for decades. The kind of place where regulars know the staff by name, and the food feels like home. With locations spread across the U.S., the brand had built something real with its guests over the years, including a sizable loyalty base through its legacy loyalty provider. However, they struggled to translate that scale into meaningful engagement or measurable business impact.

Despite having over 400,000 enrolled members in its prior program, only a small percentage were actively engaging each month, which limited its ability to drive guest frequency, retention, and revenue growth. They knew guests were worth more than the data suggested. They just needed a better way to reach them.

The Challenge

The brand's existing loyalty program was underperforming in three key areas:

- ✓ **Low engagement:** Only 5.7% of members were active monthly, indicating limited impact on real guest behavior
- ✓ **Stagnant acquisition:** Signups averaged just 13 per location, limiting growth of the loyalty base
- ✓ **Limited visibility into revenue impact:** Digital performance and attribution were difficult to track across channels

The Solution

The brand selected Thanx to replace its legacy loyalty platform and build a modern, data-driven foundation for guest engagement.

With Thanx, the team implemented a unified platform that combined:

- ✓ Frictionless enrollment and participation
- ✓ Integrated digital ordering and revenue tracking
- ✓ Real-time campaign execution and performance visibility

The transition launched late August 2025, with a focus on rapid adoption, improved engagement, and measurable outcomes across all locations.

Strategy and Implementation

- ✔ Migrated from legacy loyalty provider to Thanx with full customer transition
- ✔ Launched acquisition-focused enrollment flows to drive new member growth
- ✔ Activated lifecycle campaigns to increase repeat visits and reward usage



- ✔ Introduced targeted promotions (e.g., National Cheeseburger Day campaign)
- ✔ Focused on improving key behavioral milestones like third purchase

Frictionless Enrollment Driving 6x Growth in Signups

By removing friction from the signup experience and embedding loyalty into the guest journey, the brand dramatically accelerated acquisition.

Signups per location increased from **13 to 88**, representing a **600% lift**, with sustained performance even after the initial launch surge.

Notably, **67% of all signups were net-new customers**, demonstrating that growth was not just migration, but true acquisition.

Impact: Rapid expansion of the loyalty base with higher-quality, first-party customer data.

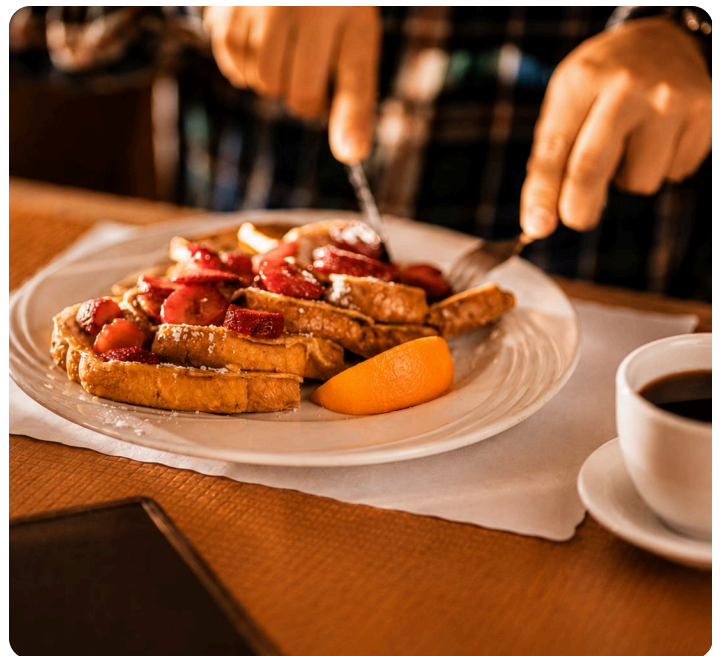
Improving Engagement Quality with 3x Active Member Growth

Beyond acquisition, Thanx helped the brand significantly improve the quality of engagement across its loyalty base.

The active member rate increased from **5.7% to 18.5%**, a **3x improvement** in monthly participation.

This shift reflects a move away from passive enrollment toward meaningful guest activity—where members are consistently transacting and engaging with the program.

Impact: Stronger connection between loyalty and actual guest behavior.





Driving Repeat Behavior Through Lifecycle Milestones

The program focused heavily on moving guests from first visit to habitual behavior—particularly reaching the third purchase milestone.

On average, ~4,000 members per month reached their **third purchase**, a critical signal of long-term retention and loyalty activation.

Impact: Scalable conversion of new members into repeat, high-value guests.

Targeted Campaigns That Drive High Redemption and Engagement


Early campaigns demonstrated the power of targeted, segmented marketing.

A National Cheeseburger Day campaign achieved:

- ✓ 33% redemption rate among core loyalty members
- ✓ 11,658 total redemptions
- ✓ Strong engagement from high-value segments, which drove 84% of total redemptions

Impact: High-performing campaigns that drive traffic without relying on blanket discounts.





\$3.6M
DIGITAL REVENUE IN 6 MONTHS

23%
GROWTH PER LOCATION.

Digital Revenue Growth with Measurable Impact

With Thanx, the brand gained clear visibility into digital performance and revenue contribution.

Each location generated approximately \$2,250/month in tracked digital revenue, demonstrating consistent engagement across the network.

Impact: Loyalty became a measurable driver of first-party revenue.

Reducing Discount Reliance While Maintaining Performance

Despite increased engagement and redemption, the program maintained strong cost efficiency.

The discount rate declined to ~1.6% after launch, indicating that rewards were driving behavior without eroding margins.

Impact: Higher ROI from loyalty through targeted, efficient incentives.



Results



+600%
INCREASE IN SIGNUPS PER LOCATION



3X
INCREASE IN ACTIVE MEMBER RATE (5.7% → 18.5%)



2.4X
INCREASE IN REDEMPTIONS PER LOCATION



2.4X
INCREASE IN REDEMPTIONS PER LOCATION



23%
GROWTH IN DIGITAL REVENUE PER LOCATION



67%
OF SIGNUPS WERE NET-NEW CUSTOMERS

In just six months, the brand transformed its loyalty program from a low-engagement, legacy system into a high-performing growth engine. Acquisition surged, engagement deepened, and digital revenue became both visible and scalable.

Most importantly, the program shifted from measuring participation to driving real business outcomes—proving that loyalty can be a core lever for growth.

Conclusion

This transformation highlights a fundamental shift: loyalty is no longer just about enrollment. It's about activation, engagement, and measurable revenue impact.

By modernizing their platform and focusing on guest behavior, they built a system that not only captures more customers, but converts them into repeat, high-value guests.

The brand's results reflect what becomes possible when loyalty is built around guest behavior, not just enrollment numbers. The result is a more efficient, data-driven marketing engine, driving frequency, protecting margins, and giving their team the tools for sustained growth.

Want to grow same-store sales with Thanx's industry-leading guest engagement platform and best-in-class user experiences?

Schedule a demo