

VEGGIE GRILL INCREASES PARTICIPATION TO OVER 17% WITH EDUCATIONAL & REWARDING VEGANUARY CAMPAIGN



“Punchh is the machine behind the scenes that runs and operates everything for us. With the Punchh platform we fully leverage our loyalty program to provide a better customer experience that drives sales and lifetime value.”

IRENE CHAO, VEGGIE GRILL'S DIRECTOR OF DIGITAL MARKETING



REWARD PROGRAM

Migrating from LevelUp, Veggie Grill launched VG Rewards w/ Punchh powered mobile app in 2018

PARTNER INTEGRATIONS

POS (Aloha), Gift cards (givex), Online Ordering (Olo) & Kiosk (Koala)

CHALLENGE

Support Veggie Grill's mission of making an impact on the future of our planet, animals, and health by increasing customer participation with the brand in 2021

SOLUTION

Created campaigns to targeted audiences highlighting Veganuary offers throughout the month of January

RESULTS*

17.4%

Participation Rate

13%

Increase in Loyalty Customer Retention

5%

Increase in Loyalty Checkins

Veggie Grill, America's largest, most influential plant-based restaurant chain, with 29 locations on the east and west coasts, began working with Punchh in 2018 to create a customized loyalty program to put more and more people on the plant-based path. Veggie Grill offers curated and convenient plant-based meals along with a welcoming space for customers to learn about veganism.

Veggie Grill partnered with Veganuary, a registered charity that inspires and supports people across the world to take a pledge to try eating vegan for the month of January and beyond. As a leader of the plant-based movement, Veggie Grill wanted to create a compelling and educational campaign to bring more people into the plant-based fold.

By accessing the right level of data through the Punchh Platform, Veggie Grill targeted the audiences they were most interested in reaching. They delivered a multi-tiered compression campaign that also offered special incentives for loyalty members. “Punchh helped us create and run a highly effective campaign that increased visitor engagement and frequency,” said Irene Chao, Veggie Grill's Director of Digital Marketing.

The Veganuary campaign was a success as anticipation was built in December with emails, weekly offers delivered via email and PUSH throughout January, and gifted points being redeemed well into February, helping Veggie Grill drive participation throughout the typically slower winter months.

Learn more about how to increase your loyalty participation at punchh.com.