

Customer Highlight

MAD Greens Leverages PAR Punchh to Drive Customer Retention and Loyalty Sales



Part of Salad Collective, MAD Greens is a fresh fast-casual restaurant brand with 24 locations in the Arizona, Colorado, and Texas markets. With an overarching goal of sourcing quality ingredients and offering items at an affordable price, MAD Greens is dedicated to making healthy eating fun and approachable to all.

Loyalty Program Results

- ✓ **Empowering Customer Retention:** Since integrating Punchh, MAD Greens has witnessed a marked rise in customer retention rates, thanks to targeted campaigns and personalized incentives that speak directly to each guest's preferences. From compelling signup incentives to engaging post-check-in messages, MAD Greens ensures its brand remains top-of-mind for valued customers.
- ✓ **Achieving Remarkable Conversion Metrics:** MAD Greens consistently ranks above the top 75th percentile of fast-casual brands in converting signups into repeat visits. The strategic deployment of Punchh's 'rewards welcome series', which is designed to automatically send messaging to new program members, has been instrumental in driving conversion rates from the 1st to the 10th transaction.
- ✓ **Fueling Revenue Growth:** Punchh Loyalty isn't just a program for MAD Greens; it's a catalyst for substantial revenue growth.

With **18%**
of total sales attributed to loyalty
program participation (excluding
third party-delivery)

14.85%
participation rate in 2023

MAD Green has solidified its position as a leader in fostering long-term customer loyalty and engagement.

Loyalty Program Goals

In their quest for expansion and franchising, MAD Greens turned to the PAR Punchh Loyalty solutions to deepen customer connections, revitalize engagement strategies, and drive overall guest satisfaction. By tapping into Punchh's robust data insights, MAD Greens gained a clear understanding of guest preferences and behaviors, enabling them to craft tailored campaigns and offers that resonate with each individual, no matter where they are on their healthy eating journey.

"The beauty of Punchh as a tool is that it has really given the team a lot more eyes on the data of what our customers are doing, especially our loyalty customers. Having this understanding of our customer's preferences and behaviors helps us deliver more personalized campaigns and offers at the right time on the right channel."

Nick D'Antonio, Vice President of IT at Salad Collective

Innovative Approach

MAD Greens continues to push the boundaries of customer engagement with Punchh, demonstrated by their recent implementation of the Challenges module. In January 2024, they launched a fun and interactive juice challenge, inviting guests to kickstart the New Year with healthy choices. By offering a free entrée for completing the challenge of purchasing four juices, MAD Greens adds a layer of gamification to reward loyal guests while driving visit frequency.

As MAD Greens embarks on its journey of expansion and franchise development, Punchh remains an integral part of their continued success. Through targeted campaigns, personalized incentives, and innovative challenges, MAD Greens isn't just retaining customers; they're fostering a community of passionate brand advocates who embrace healthy eating with enthusiasm.