



How Bloom Intelligence Helped Jefferson's Recover \$250,000+ Worth of Lapsing Customers

Bloom Intelligence, 2022



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Jefferson's is a burgers, wings, and oysters chain headquartered in Jacksonville, Alabama. We spoke to Peyton Kraus, the restaurant's Director of Marketing, to learn how Jefferson's is using email marketing to drive revenue and recover customers who are at risk of losing loyalty across the company's 33 locations.

"We're running campaigns on Facebook, Google, Instagram, Snapchat, Tiktok, and everything else. But we've found that, out of everything, we get the most returns and redemptions out of email marketing with Bloom."

Peyton Kraus

Director of Marketing



Jefferson's
WINGS • BURGERS • OYSTERS

Highlights

The Challenge

- ✓ Limited tools kept Jefferson's from adopting advanced strategies for growth.
- ✓ No collection of meaningful data about customer habits or behaviors.
- ✓ When Jefferson's needed help, their technology partner took weeks to respond.

The Solution

- ✓ Find an email marketing platform with robust triggers, tracking, and automations.
- ✓ Collect data not just on demographics, but customer patterns and preferences.
- ✓ Work with a partner that's reliable and available to help when needed.

The Result

- ✓ **Over \$250,000** worth of revenue recovered from lapsing customers.
- ✓ **65,000+** campaign promo redemptions in under two years.
- ✓ Direct, targeted outreach to the growing database of **50,000 customers**.

The Challenge

Jefferson's Limited Email Platform Kept Slowing Jefferson's Down



When Peyton joined the Jefferson's team as the sole marketer for all 33 locations, the chain was using a competitor to collect customer data and manage email marketing.

Though the tool worked at first, Peyton soon realized that as the brand increased its growth ambitions, the platform's limited customer data insights left the team without access to the advanced strategies and tactics that could help them reach their goals.

“We were just not happy with the analytics we were getting. I realized that **there were more opportunities to be tracking what our customers were doing** – their habits, not just their demographics.”

Peyton tried to find creative ways to get around the limitations, but when she asked the customer support team of the competitor for help, it was radio silence.

“We weren't hearing back from our support team there. There were **issues that were going on for days or weeks at a time** that we weren't getting answers on. And so that's what ultimately caused me to look elsewhere.”

Ready to unlock new opportunities for Jefferson's, Peyton began looking for a new email marketing platform.

The Solution

Smarter Customer Data Collection for Higher-ROI Email Marketing



When Peyton came across Bloom Intelligence in her search, she was quickly surprised at just how much she and Jefferson's had missed out on with their original platform.

Bloom Intelligence's WiFi marketing platform tracks guest behaviors both when they've opted into the customer database via email or Facebook identification and when they haven't through pseudo-anonymous device tracking. These detailed analytics give restaurants more precision when it comes to customer insights and email marketing capabilities.

“I didn't realize how much we can track, like when customers are there, at which location, and how often they're coming back. Analytics like that made us able to hone in on who that customer is – **not just based on their age, but what their habits and preferences are.**”

Peyton had a sigh of relief when she realized that Bloom Intelligence's customer success teams weren't going to leave her hanging.

“Right away we could tell that there was that relationship we were already building. And we were right – **the success team's been great about response times** and getting back to us right away.”

Jefferson's switched over to Bloom Intelligence for their customer database and email marketing platform and quickly began onboarding the company's 31 franchise locations.

The Results

Building a System That's Saved Over **\$250,000** in Recovered Customers

When Peyton helped the first locations switch their WiFi system from their original platform to Bloom Intelligence, the difference was clear immediately.

“We quickly started collecting customer data from people walking through our doors. And **just how quickly we were able to collect that data** and reach the customers that we just weren't able to reach before – that was big for us.”

Not all of the franchisees were eager to adopt a new technology, but as Peyton began running her first emails through the platform and customers started returning at a faster rate, everyone soon joined in on the excitement.

“Once they saw that customers wanted to come back from campaigns, **getting franchisees set up took minutes**. They were so surprised at how easy it was.”

Peyton quickly developed a sophisticated email program that serves all 33 locations – all by herself. She uses Bloom's smart emails to create automated campaigns that trigger based on behaviors and events.

“The smart emails help a lot. Being able to just **set up an automation to recur automatically and not have to worry about it** – it just works.”

The Results

For single campaigns, she creates a template where she can easily change the pricing, specials, or menu information to accurately promote different groups of stores.

“Pricing and specials are always chosen by the franchisee, so being able to build out a template, and then just copy and paste things, makes it really **easy to get everything right for each store.**”

Jefferson's most loyal customers are the easiest ones to sell to – and now they're easy to reach directly too. Peyton uses audience insights to identify these high-value customers based on visit frequency and velocity.

“We can hit this **database of people that we already know are fans of us.** And we don't have to sell them on Jeffersons. We've just got to sell them on getting back in. I don't see a lot of our size brands, being able to send out the things we do as often.”

In the two years since Jefferson's began using Bloom Intelligence, the company has collected data from over 50,000 customers, earned over 65,000 return visits from campaigns, and recovered enough guests from lapsing long-term to represent over \$250,000 worth of customer lifetime value.

“Bloom has allowed us to reach customers in a way we can't reach them across any other social media or other channel. **Being able to be right in their inbox is the best way to get them to see us, open it up, and come back in.**”



BLOOM

INTELLIGENCE

Bloom Intelligence helps growing restaurant chains understand customers and market to them with a robust WiFi and email marketing platform.

**Reach out today to learn more about how
Bloom can help you grow.**



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