CASE STUDY Retail Outlets

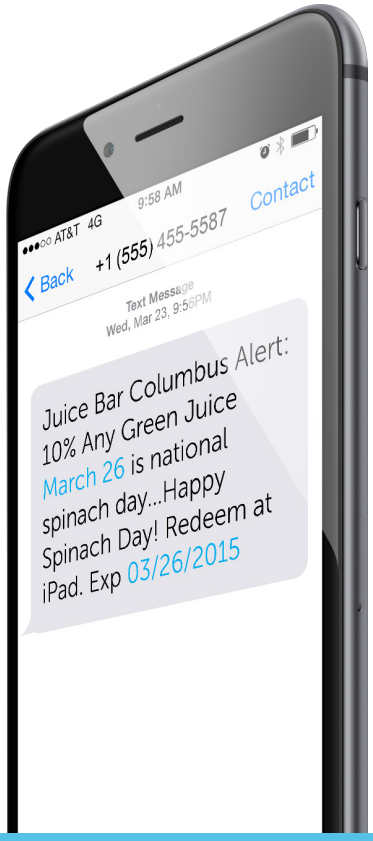
www.onceuponachild.com/ 4/2014 - 4/2017

the client

Once upon a child, (OUaC) is the largest national chain that specializes in reselling clothing and other items for children from infants through tweens, with more than 300 store locations throughout the U.S. and Canada,

the challenges

- Needed a complete engagement platform to better communicate and engage with their customers
- Promotion of specific products to their customers along with special offers.
- Wanted a trackable loyalty program free of punchcards or swipecards.



the benefits

TL Connects' Total Engagement Program features all the tools necessary to meet their challenges. ***Digital Loyalty Kiosks*** with ***custom designs*** to suit their branding were used to create loyal subscribers who earn rewards once reaching a certain amount of check-ins. The customer signs up and checks-in by using their mobile phone number instead of punchcards or swipecards. ***textALERTS*** are used to directly engage with subscribers via text message to promote deals, specials, announcements, etc. The platform's auto-responders and automatic retention programs are easy to set-up and once running, work automatically to keep the brand on top of their customer's minds.

the results...

Continue >

the
results, (part one)

Total Customer Engagement

TL connects
attract • engage • reward • retain

Once upon a child®

This case study consists of data from within 6 OUaC locations that currently use TL Connects' Engagement Platform.
TL's ***Digital Loyalty Program***, with ***iPad Kiosk*** in a tamperproof case, provided OUaC with a fast and simple loyalty platform.
It makes sign-up very quick and easy for the customer, (under 20 seconds). OUaC does not have a sign-up offer which is an option for any partner. A loyalty offer of a *$5 off $30* is earned every *5 check-ins*.
To engage the customers who have not returned within a custom number of days, the ***retention program*** automatically sends a text message to them with an offer of *$3 off $30* if they return to the store within 7 days of getting the text.

5 locations • 4/2014 - 4/2013
1 location • 5/2017 - 4/2017

Loyalty Stats

41,969 All-Time Subscribers

188,951 All-Time Check-Ins

23,839 Loyalty Completions

Sign-Up Offer:
none

Loyalty Offer:
$5 OFF $30
Every 5 Check-Ins

Retention Stats

"We Miss You" Offer:
$3 off $30
when absent 30 days

235,448 Messages Sent

3,991 Redemptions

3.88% Redemption Rate

$104,834 *Proj. Revenue produced

** based on an $26 ticket average*

the results, (part two)

TL connects
attract • engage • reward • retain

textALERT Offers

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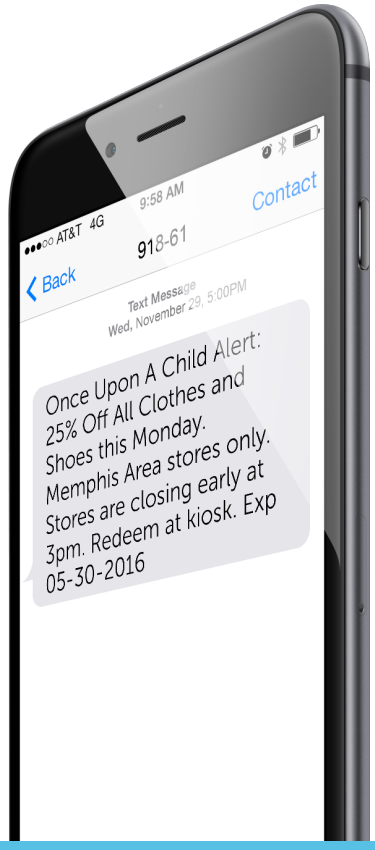
OUaC Alert: 25% Off All Clothes and Shoes this Monday

25% Off All Clothes and Shoes this Monday. Memphis Area stores only. Stores are closing early at 3pm Redeem at kiosk. Exp 05-30-2016



textALERT offers are used to promote specific events, products, new menu items or even drive more business for a rainy day.

In one case, OUaC in Memphis, Tennessee sent an alert to **15,784 subscribers** to boost traffic for one day. They offered *25% all clothes & shoes* to all who redeem the offer. They successfully had **148 people** to redeem the offer for a redemption rate of **.94%**. Also, with such a high open rate that text messages have, (98%), **15,468 people** at least read the message, furthering their brand awareness in the community.

15,784	148	.94%	$3,848
Messages Sent	Redemptions	Redemption Rate	*Proj. Revenue produced

Other offers

$5 OFF $25

6 Day Special - Sept. 30, 2014
1 location

3,820	71	1.86%	$1,846
Messages Sent	Redemptions	Redemption Rate	*Proj. Revenue produced

$5 OFF $25

1 Day Special - Oct. 30, 2013
1 locations

3,454	56	1.62%	1,456
Messages Sent	Redemptions	Redemption Rate	*Proj. Revenue produced

** based on an $26 ticket average*

the results, (part three)

TL connects
attract • engage • reward • retain

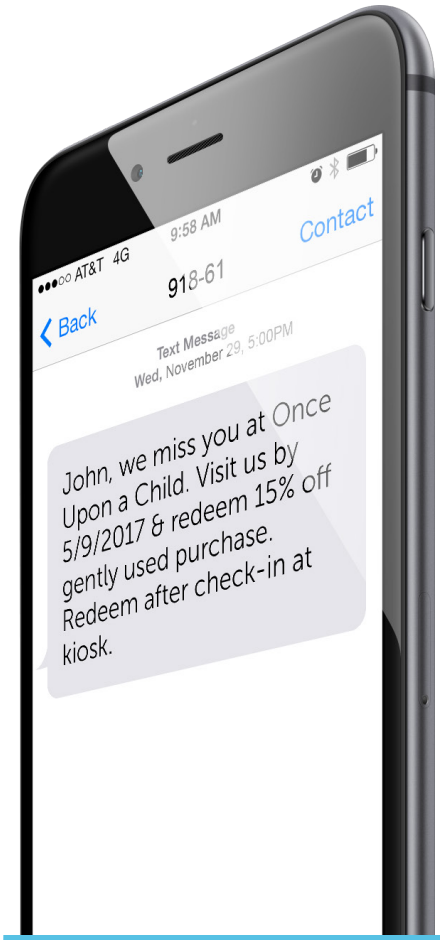
Auto-Responders

6 Locations • 10/13 - 4/17

Once Upon a Child®

We Miss You Offer:$3 OFF $30

We miss you here at Once Upon a Child. Visit us within 7 days & redeem 15% off gently used purchase.



TL Connects' Retention program is an automated program designed to communicate with subscribers that have not checked in lately. The amount of time is customizable for any merchant.

Locations are able to set the program to automatically send a ***text message*** to subscribers that had not checked-in for a custom amount of days. Most of the locations offer *$3 OFF $30 after 30 days*, which is redeemable on the customer's next visit. To provide a sense of urgency, it ***expires within 7 days*** of getting the message.

OUaC locations have set up similar auto-responders coming later, such as 90 days and 180 days with no check-ins. Overall the locations have a average **3.88%** redemption rate on **102,906** messages sent. Their **3,991 redemptions** have assisted in generating a projected **$104,834**.

102,906 Messages Sent

3,991 Redemptions

3.88% Redemption Rate

$104,834 *Proj. Revenue produced

Memphis, TN results

$3 OFF $30 *after 30 days*

4 locations

66,353 Messages Sent

2,348 Redemptions

3.54% Redemption Rate

$61,048 *Proj. Revenue produced

** based on an $26 ticket average*