

Carl's Jr Oklahoma Mobile Rewards

The charbroiled burger chain known for its innovative menu offerings and creative advertising looked for an updated approach to connect with customers and make it even easier for them to get great offers. Integrating the mobile solution into their traditional marketing strategies, Carl's Jr. Oklahoma Mobile Rewards launched the state-wide program in 39 store locations.



THE CHALLENGE

1. Connect with customers to help build brand awareness and stay top of mind.
2. Track program participation and redemption to provide measurable results and insight on program success.
3. Keep stores educated about the program and current offers.

“Tetherball's experience in the fast food industry has been paramount in the successful deployment of our mobile loyalty program. Starting something new and unknown can be daunting; however, it has been reassuring to go through the process with Tetherball in our corner.”

TROY BEATS

Vice President of Marketing/Operations,
Star Chasers Oklahoma, Inc

THE SOLUTION

Tetherball delivered a mobile solution that was simple in execution and deployment, yet delivered effective and measurable results. Integrating with the traditional media, print coupon flyers and posters were tagged with the mobile call-to-action to text CARLS JR to 263333 to join the program. During the opt-in process, customers supplied their zip code which allowed Tetherball to generate membership and participation reports per store. On average, members receive one high value offer per week which has a specific promotional code that is entered into the cash-register system. To help keep the crew engaged and prepared, 24 hour offer preview messages are delivered to store managers to prevent any kinks operationally.

THE RESULTS

The Carl's Jr. Oklahoma Mobile Rewards program has seen expansive membership growth and participation!

- Membership continues to grow week over week, currently at a 244% growth rate for the past 30 days.

- Redemption rate as high as 39% on a two-day limited time offer.

Not only are members joining and interacting with the brand, but members are having a very positive experience. The program has seen an exceptionally high retention rate - **98.8%** of members stay in the program.