



REWARDS RFID STUDY

Tracking & Measurability Puzzle Solved for Dairy Queen Rewards



After running DQ Mobile Rewards, a SMS couponing program, with Tetherball for over a year Dairy Queen saw exponential membership growth. Now with an established direct relationship with each and every member, DQ wanted to learn more about their members to better understand buying behaviors and to cater the program. Utilizing mobile marketing to its fullest, DQ expanded the program's capabilities to include a full fledge loyalty program using mobile and Tetherball Tags™ to track and measure results.

THE CHALLENGE

1. To track, in real-time, current member's participation in the program to further develop the program
2. Collect and analyze data on members buying behavior and offer redemption to measure program value and return on investment



THE SOLUTION

Tetherball developed a revolutionary solution utilizing RFID technology to link to a member's account. Tetherball Tags™, containing a small RFID chip, were given to all members to affix to their mobile phone. SMS messages were delivered to members notifying them of current offers. Message offers, timing and delivery were strategically crafted to drive traffic. To redeem the offer, a member would simply tap their Tetherball Tag™ at the in-store Rewards Station. Members also earned 1 Rewards Point during each store visit, which would allow them to earn special loyalty offers. Data collected on DQ members and the program included: brand engagement, offer redemption, loyalty Rewards Point levels, member visits and ROI.

THE RESULTS

Within the first six months, the program had on average 21.6% redemption on offers; with a high of 57% redemption. On average, members accounted for 325 in-store visits per month driving up store traffic.