


Resources



# What a month at Whataburger

 Jun 17, 2024 |  2 min



## Campaign results

- \$3.8MM in total sales
- 27K new customer transactions <sup>1</sup>
- 19% post-campaign retention rate for new customers <sup>2</sup>

## Opening account

There's a lot to love about Whataburger, a lively quick-service restaurant born out of Texas in 1950. But with a highly regionalized presence, primarily in the South, not just anyone can dine there regularly. The brand's marketing team knew they required targeted reach with a focus on lasting growth. And Chase Media Solutions could deliver that precision in several significant ways.

## Branching out

To support Whataburger's objective of strategic growth, the Chase Media Solutions team leaned into the targeting capabilities of their transaction-based platform. The primary audience for Whataburger's cash back offer campaign would be new customers — people who hadn't made a purchase with the brand in the last 12 months. Chase Media Solutions evaluated restaurant sites and population density to identify the states that would drive the most engagement. Then the team finetuned the offer with a higher incentive for acquisition and maximum reward amounts that limited Whataburger's campaign expense. In December, the offer went live on Chase's owned channels.

## Total gains

Whataburger's 31-day campaign achieved **\$3.8MM in sales**. Its **incremental sales totaled \$118K** <sup>3</sup> with **27K new customer transactions**. The campaign's **average order value for new customers was 12% higher** than for loyal customers. In addition, in the month after the campaign's end, there was a **19% retention rate for new customers**, **\$113K in additional sales** and an **average of 1.7 additional transactions per customer**.

## Extra credit

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Chase Media Solutions continued to track Whataburger sales for a full 30 days after the end

of the campaign in order to provide the brand with long-term value reporting.

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<sup>1</sup> "New customers" are consumers who have not transacted with the brand using their Chase card in the last 12 months. "Lapsed customers" are consumers who have not transacted with the brand using their Chase card in the last 6 months, but have transacted 1+ times with the brand in the last 7-12 months. "Loyal customers" are consumers who have transacted with the brand 1+ times using their Chase card in the last 0-6 months.

<sup>2</sup> "Retention rate" refers to the percentage of new, lapsed and loyal customers who made a qualifying purchase with the merchant during the campaign and then returned to shop with that merchant again in the 30-day period after the campaign ended. For example, if 100 customers made a qualifying purchase during the campaign, and 30 of them also shopped in the 30-day window after the campaign ended, the retention rate would be 30%.

<sup>3</sup> Incrementality is calculated using randomly selected test and control groups composed of digitally active consumers from a campaign's targeted segment. The test group can view the campaign, while the control group cannot. The sales of both groups are tracked and then compared.

Photo provided by Whataburger

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