



## CAMPAIGN CASE STUDIES

# Customer Engagement

### Challenge

Salatsjoppan, a health food restaurant in Iceland, wanted a way to attract new customers, retain and engage existing customers and grow the average basket size of their loyal shoppers.

### Solution

Salatsjoppan partnered with Yoyo Go and launched their own loyalty programme to reward their customers and increase their lifetime value. This resulted in 474 unique users in just the third month, an average of 37% of all transactions were made by Yoyo Go users and an increase in the average transaction value by 5% compared to non-Yoyo Go customers.

▲ **474**  
Unique users

▲ **37%**  
Increase in transactions

▲ **5%**  
Average transaction

