

Loyalty Campaign

Challenge

After 28 years of connecting people to their loved ones, our client wanted to find a new way of rewarding and delighting loyal customers for simply using their services.

Approach

The client partnered with Yoyo to implement a rewards programme that would encourage users to engage with their app. The more they do, the more rewards they earn.

Yoyo leveraged its digital loyalty expertise and assisted the client in implementing a powerful multi-faceted Loyalty Programme, a single platform that rewards customers for their loyalty.

Implementation

Through the Yoyo API, our client was able to issue retail vouchers in real-time, allowing instant gratification across our broad network of partners.

Over **R2.5 billion** was rewarded to over **11.5 million unique customers**:



13 mil.
smoothies



R250 mil.
worth of groceries



9 mil.
coffees



5 mil.
donuts



4 mil.
cokes



R430 mil.
worth of chicken



200 mil.
flowers



1.5 mil.
pairs of shoes