USE CASE: MEASUREMENT & INSIGHTS

Knowing Which Offers Actually Moved the Needle

CHALLENGE

A leading quick-service restaurant chain ran frequent offers, deals and discounts across channels, but could not tell which campaigns grew sales and which only subsidised visits that would have happened anyway. Loyalty, redemption and channel data were siloed in separate reports.

HOW AI WAS APPLIED

Unified data: Campaign, channel, transaction and loyalty data united in one cloud platform.

RFM scoring: Machine learning segments customers by recency, frequency and value.

Campaign KPIs: Sales, participation, click and conversion tracked by segment and channel.

Loyalty signals: Redemption trends show which rewards build habits and which buy one visit.

OUTCOMES

One unified view
Campaign, channel and loyalty KPIs together

~10-15%
Better promotional ROI from reallocated spend

Daily
Refresh of campaign insight, previously weekly

Source: engagement estimates. Figures are directional and rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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