



Case Study #1 – Driving sales of a CLO Retailer

AMplifying impact of an issuance partnership with paid media to drive real business results.

The Challenge

How to **drive sales conversions for a Blue Rewards® retail partner, in addition to the existing Card-Linked-Offer (CLO) issuance partnership**. Specific goals were to capitalize on pulsed promos and planned sales events throughout the year.

Partner was working with a limited budget and bandwidth for additional loyalty offerings, looking for cost-effective and turnkey approach to drive incremental sales.

Solution

We identified a **target audience using 1st Party Blue Rewards® data, with high propensity members who have spent/redeemed within the same category, namely specific target for partner brand spenders and their top competitors**.

Executed **multiple conversion campaigns with a pixel implemented on partner site to track sales from engaged Blue Rewards® members** – includes revenue tracking for determining return on ad spend (ROAS).

Channel strategy included onsite ad placements on BlueRewards.ca, as well as offsite placements on Meta and Google Paid.





Driving sales of a Card Linked Offer Retailer with Strategic Media Placements

Audience performance across multiple campaigns driving continued success



Additional
benchmarks for
success:

200%+

Increase to average basket compared to CLO. Points to incremental revenue from expanded reach, without cannibalizing existing Blue Rewards partnership.

7.2M+

Total impressions from Blue Rewards Members over 2024/25

25K+

Total clicks from Blue Rewards Members over 2024/25, leading directly to the partner site for browsing and purchases.

¹Footnote is ROAS is an estimate, based on campaign spend, average CLO basket size, and pixel revenue tracking