

CASE STUDY

Holy Cow! Generates 5.5x ROI Through Personalised Loyalty Campaigns



Holy Cow! Generates 5.5x ROI Through Personalised Loyalty Campaigns

Holy Cow! is a Swiss burger brand focused on delivering fresh, high-quality burgers while creating memorable customer experiences. To strengthen relationships with its growing customer community, Holy Cow! uses 5loyalty, a digital loyalty platform that helps understand and reward customer behaviour, alongside TalkBox by Impact Data, a customer communications platform that enables personalised and automated marketing journeys.

Together, these platforms help Holy Cow! engage customers at key moments, encourage repeat visits, and deliver targeted communications that drive measurable business results.

By combining automated loyalty communications with targeted promotional campaigns, Holy Cow! generated:



£28,333.20
revenue after discount



868
voucher redemptions



5.5x ROI
generated from loyalty communications

The campaign strategy included automated birthday rewards, welcome journeys, lapsed customer re-engagement, and a targeted 25% OFF launch promotion for the new Crispy Chicken Burger range.



The Customer Journey

1. Welcome Journey

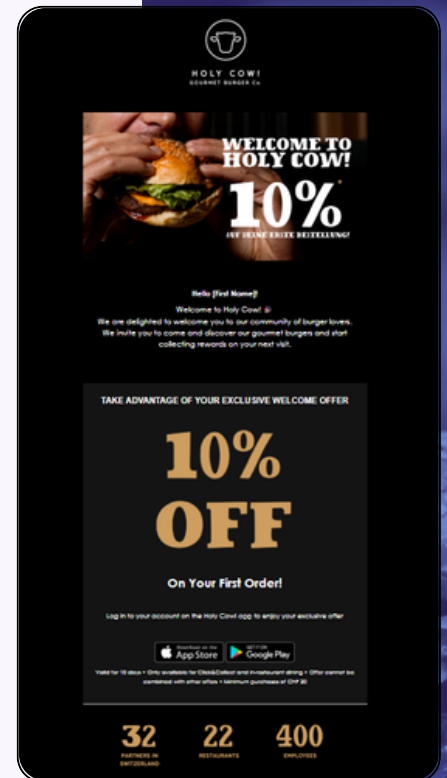
Trigger: Same day as loyalty sign-up

New customers automatically receive the “**Welcome to the Burger Lover Community**” email immediately after joining.

The welcome journey helps introduce customers to the Holy Cow! loyalty experience and encourages their next visit.

Results

- 121 voucher redemptions
- £5,188.45 revenue generated



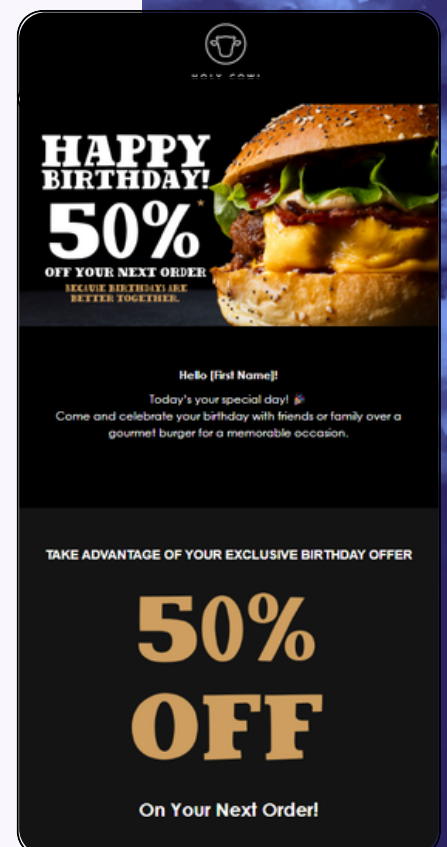
2. Birthday Reward

Trigger: Customer's birthday

Customers receive a personalised birthday email automatically on their birthday, creating a relevant moment to reward loyalty and encourage a return visit.

Results

- 248 voucher redemptions
- £8,187.15 revenue generated



3. Lapsed Customer Recovery

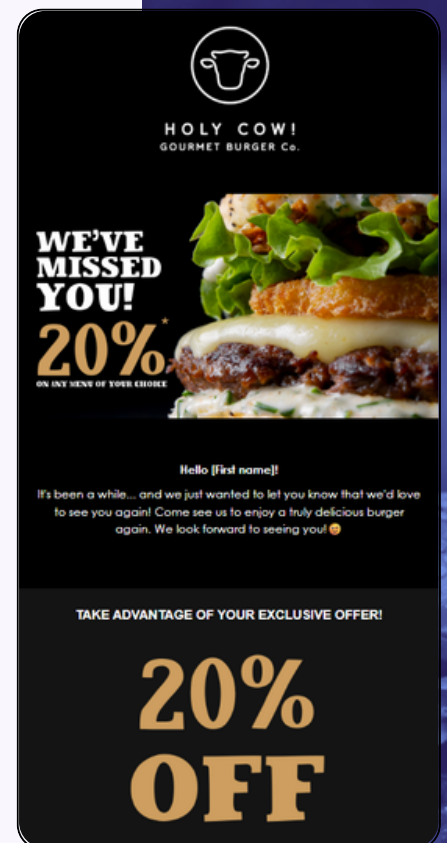
Trigger: 16 weeks after the customer's last visit

Customers who have not visited for 16 weeks automatically receive the **"We've Missed You!"** communication.

The campaign helps reconnect with inactive customers and encourages them back into restaurants.

Results

- 15 voucher redemptions
- £694.15 revenue generated



4. New Product Launch Campaign

Trigger: Crispy Chicken Burger range launch

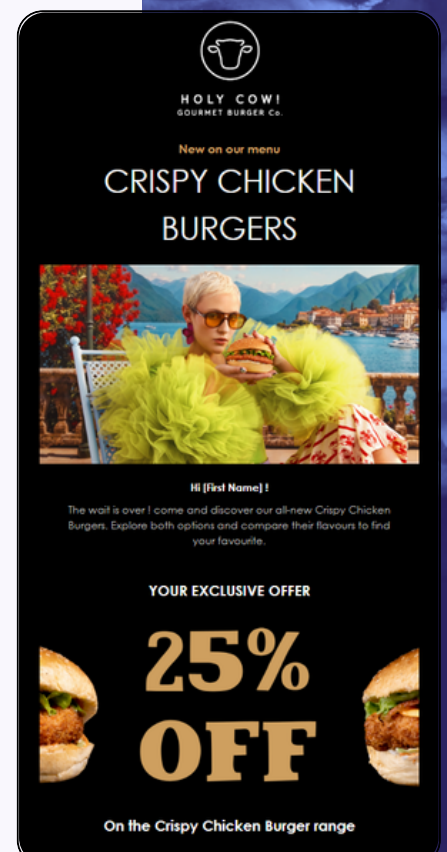
Holy Cow! launched a targeted **Celebrate Haute Friture 25% OFF** promotion through TalkBox to drive awareness and trial of the new burger range.

Email performance:

- 53% email open rate

Results

- 484 voucher redemptions
- £14,263.45 revenue generated



Campaign Performance

Campaign	Redemptions	Revenue
Celebrate Haute Friture 25% OFF	484	£14,263.45
Birthday Reward	248	£8,187.15
Welcome to the Burger Lover Community	121	£5,188.45
We've Missed You!	15	£694.15
Total	868	£28,333.20

Customer Engagement Results

Holy Cow!'s loyalty communications achieved strong engagement rates:



58% average email open rate
across automated communications



53% email open rate
for the Crispy Chicken Burger
launch campaign



5.5x ROI generated
through loyalty marketing activity

The Impact

Using **5loyalty** and **TalkBox**, Holy Cow! successfully transformed customer data into measurable revenue opportunities by:

- ✓ Delivering personalised communications at key customer moments; automatically
- ✓ Increasing repeat visits through relevant rewards
- ✓ Re-engaging customers who had become inactive
- ✓ Supporting successful menu launches
- ✓ Generating a measurable return on marketing investment

Conclusion

Holy Cow!'s loyalty strategy showcases the impact of combining customer data, automation, and targeted communications.

Through personalised lifecycle journeys and promotional campaigns, Holy Cow! generated **£28,333.20 in revenue after discount from 868 voucher redemptions**, achieving a **5.5x ROI** while maintaining strong customer engagement with email open rates of **58% across automated journeys** and **53% for the Crispy Chicken Burger launch campaign**.

The campaign demonstrates how loyalty technology can help restaurant brands increase customer retention, drive repeat visits, and maximise revenue from existing customers.

"Achieving a 5x ROI in just two and a half months has been a fantastic result for us. So far, this has been the strongest marketing channel we have developed in early 2026, demonstrating the value of personalised customer communications and loyalty-driven campaigns."

Louis Gerbig, Marketing Manager

About 5Loyalty

5Loyalty helps brands to keep customers coming back. Our platform takes the guesswork out of loyalty by giving you straightforward tools to issue vouchers, track performance, and grow customer frequency and fuel your businesses growth.

TalkBox by Impact Data

Connecting a TalkBox account to 5Loyalty helps clients

- Automatically turn first-time visitors into loyal regulars
- Reconnect with trending- away customers. Reward loyalty and bring back lost customers
- Leverage your loyalty investment with communications to remind customers how valuable your brand is to them



Get in touch with Impact Data
hello@impactdata.com.au



Contact 5Loyalty at
support@5loyalty.com