



## How Casey's General Stores Acquired an Incremental 20K Loyalty Subscribers in One Week

### SUMMARY

Casey's General Stores infused Quikly as an enhancement layer into their existing loyalty lifecycle strategy to help achieve acquisition goals in a fast, cost-effective way. The brand runs urgency-marketing activations frequently. Here's what they acquired in one recent activation, which ran for one week and had 131,501 consumers sign up to participate:

- 20,000 new loyalty program sign-ups
- 8,536 new SMS subscribers
- 12,500 new email subscribers

### THE BACKGROUND

Casey's offers pizza, food and grocery delivery at its 2,300+ stores in the U.S. While all of its offerings are great, many fans would say one thing tops that list: Pizza. The brand has such an incredible following that it's been named the fifth-largest pizza chain and received news coverage on everything from key ingredients to how many slices it sells each year (75 million!).

Some of this recognition comes from Casey's taking great pride in making sure every guest gets the best pizza possible. Team members learn pizza craftsmanship upon joining Casey's and use it to make dough from scratch every single morning. They also focus on consistency across stores. It's key.

But that's not where the quality ends. Tasting pizza is only one step in the entire guest experience, and Casey's cares deeply about the whole thing.

"Casey's Rewards is critical to our business; it enables a deeper understanding of our guests and creates an opportunity to build valuable, relevant dialogue with our guests,"

**Ali Serck**

*Senior Acquisition Specialist at Casey's*

That's why they put so much focus into their loyalty program, Casey's Rewards. The brand uses the program as a way to learn about guests, based on behaviors and data acquired, so they can personalize the entire customer experience — around pizza and beyond.

"Casey's Rewards is critical to our business; it enables a deeper understanding of our guests and creates an opportunity to build valuable, relevant dialogue with our guests," said Ali Serck, Senior Acquisition Specialist at Casey's. "They want to be rewarded for choosing Casey's — across all areas of the business, fuel, in-store, food — and loyalty is an outcome of a positive customer experience, including earning points with Rewards!"

Five years ago, she and her team saw quick success when layering in Quikly's urgency-marketing tactics, and they haven't paused since.

## THE CHALLENGE

With loyalty being such a critical program, the Casey's team needs a way to consistently drive acquisition into it. They need to do so in a cost-effective way that doesn't require too much bandwidth from their current team.

They also need to focus on acquisition across other channels, like email and SMS, which ultimately helps with loyalty. As the audiences in each of these places builds, it increases potential for growing Casey's Rewards members — and so does the acquisition of first-party data.

"First-party data is a key component for personalizing the guest experience and meeting growth goals," Ali said. "It also is imperative for the post-cookie world of digital media. First-party data is the baseline of all strategic decisions, whether it be promotions, targeting, modeling, or channel activation."

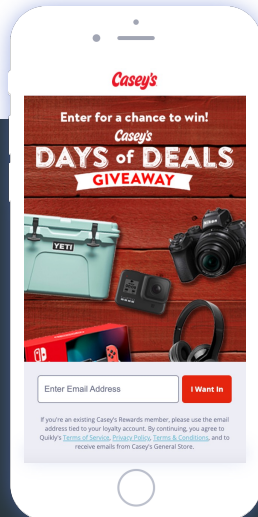
In order to help her and her team accomplish each of these goals, she turns to Quikly.

## THE SOLUTION

Today, Casey's leverages its long-time partnership with Quikly to increase first-party data and acquisition across channels. Within loyalty specifically, they're using Quikly to acquire net-new members and increase cross-enrollment of email and SMS subscribers into the program.

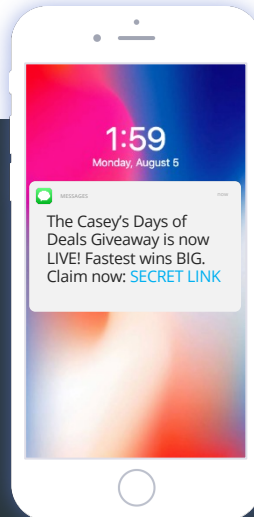
Quikly's urgency-marketing technology leverages incentives and psychology to immediately increase consumer response. Through it, Casey's runs frequent activations.

Here's an example of what one of those activations looked like:



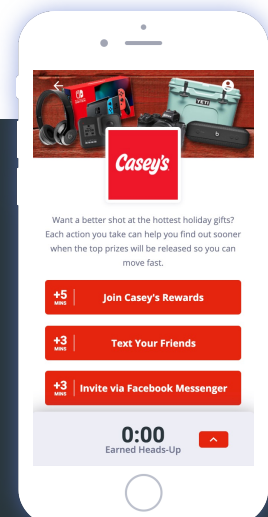
### THE INCENTIVE

Casey's launched an activation using Quikly, where consumers were told that a limited set of gift cards and offers would be released soon.



### HOW TO WIN

Participants (those who opted in) simply needed to click a special claim link when the prizes were released. The fastest to click claimed the biggest reward.



### BONUS

Participants could receive a "heads up" before the rewards were released to increase their chance of winning. They only needed to refer friends to the activation and/or sign up for loyalty or SMS.

Each time Casey's activates Quikly within their loyalty program, they have flexibility to choose whether it is designed and hosted by Quikly, making it turnkey, or whether they want the experience to live within their native digital properties.

## THE RESULTS

Urgency marketing has become such a part of Casey's loyalty strategy that they've been leveraging it now through Quikly for five years. Here are the results from just one recent activation, which ran over the course of one week and had 131,501 consumers sign up to participate:

- 20,000 new loyalty program sign-ups
- 8,536 new SMS subscribers
- 12,500 new email subscribers

With a strong and consistent track record over the last five years, Casey's knows it can count on Quikly to provide an instant boost in loyalty member response rates and help accelerate member acquisition when it matters most and within Ali's benchmarks.

"Quikly has become a reliable, go-to tactic for us over the past few years," she said. "It consistently delivers great engagement from subscribers, current Rewards members, and new guests. Not only do we see great results with Quikly, their team also makes it very easy to plan and execute! I enjoy opening my reports to see the spikes in acquisition every time we launch a new campaign."

She credits this high engagement to the energy urgency marketing creates: "Quikly provides an easy tool for the guest to engage with and participate in, plus the urgency creates a playful competition to make sure you're the first to know when the prize is released. Guests want to be incentivized for providing you their data and have come to expect it. Quikly helps do just that!"

And thankfully, she doesn't need to drain her resources in order to get that engagement: "It might be due to the sheer quantity of campaigns we've executed over the years, but it is truly a go-to that doesn't drain all our resources — from creative, to copywriting, guest engagement, and reporting! Casey's has a large team of guest relations agents who've also become very familiar with how the campaigns work, so they can quickly assist guest inquiries on social media."

Ali also called out the value in having a technology that integrates seamlessly with Salesforce, and one that allows her to leverage simple and impactful reward structures to motivate consumers: "Executing several campaigns has reinforced that you don't have to break the bank when it comes to sourcing prizes guests are excited about. We've gone to further lengths to get tech gear, basketball hoops, and other physical prizes, but people also really just like having the opportunity to win free Casey's products — particularly pizza and donuts. And having multiple prizes, in addition to the incentivized actions, gives guests a better chance to win — which I believe helps increase participation rates."





## FUTURE PLANS

In the future, Casey's will continue to leverage Quikly's urgency-marketing solutions to fuel member acquisition into loyalty, while also focusing on cross-enrollment across owned channels: "Initially, we went into the partnership with Quikly to increase Rewards acquisition, which it does," Ali said. "However, we've had even greater success at driving guests into subscriber channels — which fills the funnel to ultimately influence guests to join Rewards. We know each touchpoint we have with a guest creates momentum to deepen the relationship."

They've also begun using Quikly's social acquisition solutions and have seen great results that they plan to scale going forward. "Growing social media following is a challenge with how inundated feeds are with brands today. We decided to test an earn-time action encouraging guests to follow Casey's on Facebook and were very pleased with the sizable growth!" Ali said.

And of course, they'll continuously look at how it all ties back to loyalty acquisition. After all, the more guests they can get into the hub, the greater the overall Casey's experience.

"Growing social media following is a challenge with how inundated feeds are with brands today. We decided to test an earn-time action encouraging guests to follow Casey's on Facebook and were very pleased with the sizable growth!"


**Ali Serck**

*Senior Acquisition Specialist at Casey's*

## ABOUT QUIKLY

Consumers are more distracted and empowered with their purchase decisions than ever before, making it all too easy to tune out even their favorite brands. Quikly's technology platform helps. It leverages incentives and psychology to motivate consumers, so brands can immediately increase response around their key marketing initiatives. Brands like DSW, Panera Bread and American Eagle use Quikly to achieve acquisition and retention goals faster, more cost-effectively and with less resources.

Interested In Learning More? Say Hello!

 quikly.com

 @quikly