

QUICK VIEW: GARDEN CENTERS

GARDEN CENTERS HAVE TO IDENTIFY THEIR BEST CUSTOMERS

Customer intelligence is the only way to build loyalty without eroding margins



Robert Hendrickson
 Owner, The Garden Center Group

“There’s a big difference between a program designed to make the company loyal to it’s best customers and one where the company expects customers to be loyal to them because of financial bribes. Customer programs identify and reward a company’s best customers, not create an easy target hit list for an onslaught of advertising.



Why garden centers need better customer intelligence



VIP engagement drives results

72% of garden center sales comes just 25% of customers – personally engaging these VIPs is critical.



Ignored customers are at risk

71% of garden center customers haven’t returned in 4 months – talk to them so they don’t go elsewhere.

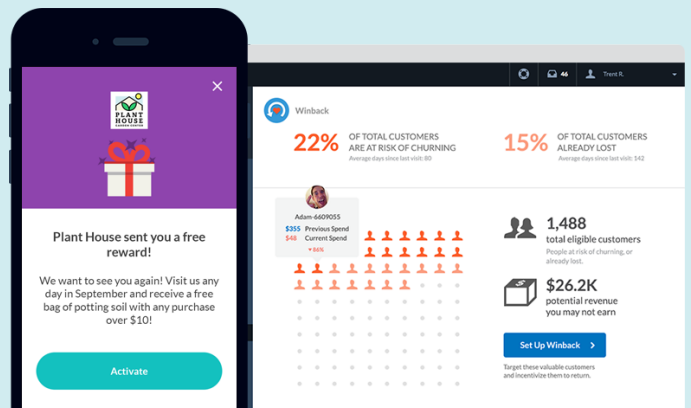


Off-peak is fertile ground

55% of customers only visit on weekends – drive additional weekday visits to create incremental sales.

Thanx differentiates garden center service to increase sales 30-50%

- Customer Winback
- 2-Way Feedback
- Tracked Promotions
- Traffic Boost
- Birthday Rewards
- and more...



Winback is just one of the exclusive Thanx 1-click Marketing Tools for garden centers. Send previously loyal customers a personalized incentive to come back – *automatically*.

[Learn more at www.thanx.com](http://www.thanx.com)