

QUICK VIEW: ICE CREAM & FROYO

BUILDING LOYALTY IN ICE CREAM & FROYO REQUIRES MORE THAN CUSTOMER SIGN-UPS

Incremental sales only results from actual engagement



Amit Kleinberger
 CEO, Menchie's Frozen Yogurt

“Our customer loyalty program has impacted our business significantly. Over the years we have experienced greater customer participation; however, our overall goal with our loyalty program is to engage with our fans. Total spent in mySmileage for 2013 was \$67 million. Note that everyone offers something, so keep your prize within reach.”



Why engagement drives results for ice cream and froyo retailers



High-frequency visits

Americans eat frozen treats 30 times per year on average — capturing more visits requires staying top-of-mind.



Low switching costs

The U.S. has 8,110+ unique stores — customers have to feel connected to choose brand over convenience.

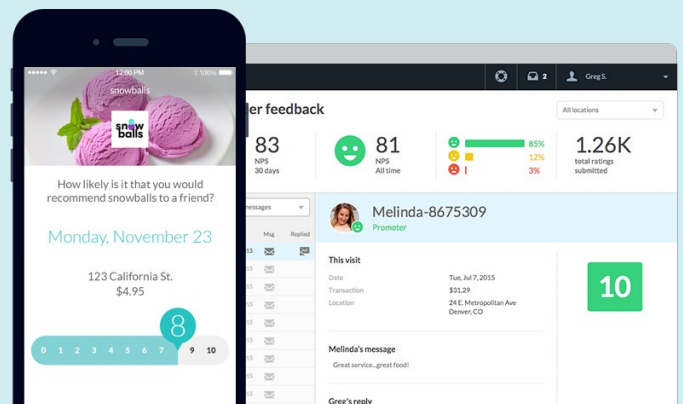


Location feedback matters

A brand's best location outperforms its worst by 256% on average — solicit feedback to uncover ideas for growth.

Thanx delivers 4X engagement for ice cream & froyo, and +39% sales

- VIP Experiences
- Customer Winback
- 1-to-1 Feedback
- Personalized Timeshift
- Real-time Notifications
- and more...



Feedback is just one of the exclusive Thanx 1-Click Marketing Campaigns available for ice cream & froyo. Engage customers in 1-to-1 dialogues to increase spending and frequency — *instantly*.

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