

SPAR 

 **Loyal Guru**

**How Spar La Palma
identified 40% of
their sales in 3 weeks**



SUCCESS STORY
Loyalty Management

Powered by Loyal Guru, Spar delivers over 2,5 million personalized offers with a 25% conversion rate and 6x ROI in under 6 months.



Spar is a Dutch multinational franchise founded in 1932. It provides branding, supplies and support services for independently owned and operated food retail stores.

Spar La Palma is part of the Tomás Barreto group, and the leading convenience supermarket chain in La Palma with over 30 stores. Spar La Palma is committed to freshness, quality, convenience, and offering the most competitive prices. Improving the consumer experience was an important part of the group's marketing strategy and they knew that getting to know their customer base through a loyalty program was the key.



Spar tries to create a culture of data-driven marketing, and we talk about combining creativity with data to drive sales and enhance the customer experience. Loyal Guru allows us to do just that.

JOSÉ BARRETO

General manager, Spar La Palma



SPAR INTERNATIONAL AT A GLANCE



total sales



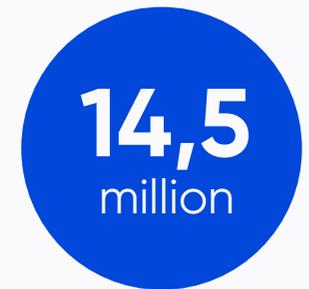
stores



distribution centres



countries



customers per day

SPAR LA PALMA PARTNERED WITH LOYAL GURU TO LAUNCH A SUCCESSFUL LOYALTY PROGRAM AND IMPROVE THE CONSUMER EXPERIENCE.

Background

Spar turned to Loyal Guru to collect and analyze real-time data to understand customer behavior and preferences. Together, we developed a loyalty program that would drive retention, and launch personalized campaigns to increase sales and customer engagement.

Solution

After developing a detailed blueprint for the loyalty program, Loyal Guru's platform seamlessly integrated with Spar's systems, enabling real-time data collection and activation. Through rewards, personalized campaigns and data-driven strategies, Spar achieved remarkable results.

Results

Within 3 weeks, Spar matched 40% of its sales to loyalty program members, increasing to 60% within 6 months.

Over 2,5 million personalized coupons delivered with an average 25% conversion rate and 6x ROI.

They collected positive feedback from customer testimonials, showing increased satisfaction with the loyalty program.

✓ Segmentation Engine

✓ Personalized coupons

✓ Loyalty discounts

✓ Loyalty App

Loyalty Management

Loyal Guru delivers a cutting-edge loyalty platform that transforms the way leading retailers increase purchase frequency and CLV and secure retention. Our technology handles all transactional and behavioral customer data in real-time, and powers loyalty initiatives that keep customers engaged with your brand.

PHASES/PROCESS

Deployment

Loyal Guru provided the necessary tools and platform to launch and maintain a thriving loyalty program, the SPAR Link Club.

Through their new branded loyalty app, the Spar Link App enhanced the program's success, offering features such as digital receipts and personalized coupons.

Integration

Integrating Loyal Guru's platform with Spar's POS and e-commerce systems, enabled the grocer to collect real-time data on sales and customer behavior.

The integration with Spar's systems and comprehensive analytics capabilities empowered the retailer's marketing team to drive personalized campaigns and increase sales.

Activation

By analyzing the collected data to identify loyal, sporadic, and shared customers, Spar came up with more creative ways to engage high-potential customers. Using the data collected by Loyal Guru, the retailer was able to create personalized offers for specific customer segments, running profitable upselling and cross-selling campaigns.

KEY RESULTS from SPAR's partnership with Loyal Guru

40%

identified sales
in 3 weeks

60%

identified sales
in 6 months

**2,5
million**

personalized
coupons

73%

coupon redemption
rate from APP users

6X

ROI

RESULTS

Lessons learned:



Building a loyalty program is a major endeavor for any company, and it can be a game-changing opportunity if created with precision



Spar Link's App was a huge driver of the program's success.



Real-time data collection and analysis enable truly relevant personalized offers and targeted campaigns



Once the loyalty program was launched and thriving, Spar's marketing team created more advanced promotions such as "club members only" and special pricing. Implement intelligent customer segmentation based on purchases and online/offline behavior.



Leverage personalization and segmentation to secure vendor financing for promotional campaigns.



Measure campaign results in real-time with a single click and against defined control groups.



Obtain result forecasts to expedite supplier negotiations.



The SPAR link club was the most important lunch we've had in over 40 years. We needed the right partner to ensure a thriving program, and Loyal Guru provided everything we needed for it to succeed

JOSÉ BARRETO

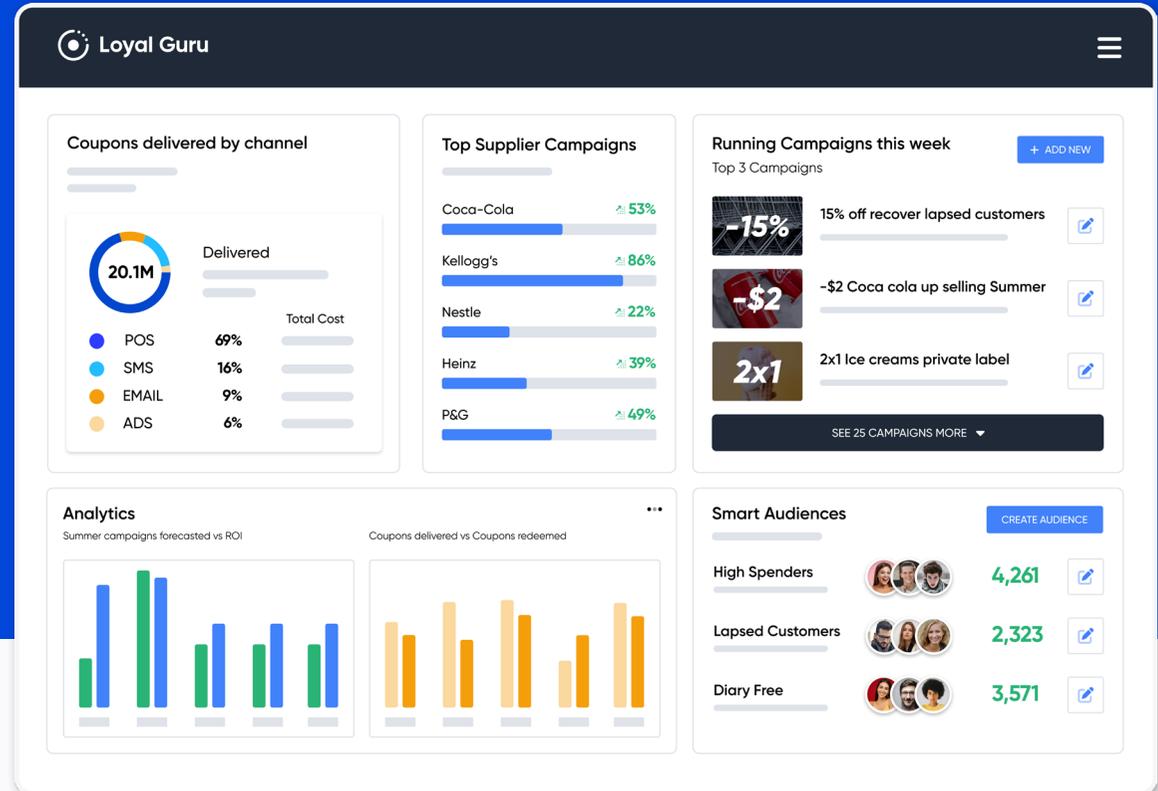
*General manager,
Spar La Palma*





Loyal Guru is the smart and retail-specific loyalty and personalization platform that solves the challenge of both making sense AND making money out of customer data.

With Loyal Guru, Enterprise Retailers get unbeatable retail intelligence powering the whole buyer's journey, so they can automate their loyalty and personalization campaigns, while making their customers feel more valued than ever before.



GET STARTED TODAY

Gain more revenue
from your retail and customer data

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