



Punch Cards. So simple—and so effective



Punch cards are a proven way to bring your customers back. They really shine for businesses with one or two main items that almost every customer buys, from hot pretzels to mani-pedis. They're easy for members, and they're simple for you too—or are they? Here are some ideas for automations that punch up your punch cards beyond simple punch-per-purchase.



GET THE MOST OUT OF PUNCH CARDS WITH TARGETING

Your customers aren't all the same, so your punch cards don't need to be either. For example, when moms or dads purchase a kids' meal, send them a kids' meal punch card—they're sure to come back! And here's an idea for beauty store chains: one punch card for nail polish, since almost every customer picks up a new color or two; and another one for makeup, to keep them coming back for their favorite items.



PUNCH CARDS CAN REACH OUT AND GRAB MEMBERS BACK

The closer members are to their freebie, the more they want to purchase and get there. So help them along! For example, give free punches for punching twice in a week, and send a new punch card as soon as the reward is redeemed. Bring back slow punchers too, with a "We miss you" push notification and a free punch after a month.



TRY PUNCHES FOR ACTIONS YOU WANT TO ENCOURAGE

Why not get double value from your punch card? Let's say your customers are coffee addicts who love getting their free cup. Tempt them with a free punch for taking a survey or opening your app. And to make them feel appreciated, send out a free punch on birthdays and anniversaries.