



Conway's 150,000+ Club Members Shop Twice as Often as Nonmembers—Spending 37% More Each Time

Conway is one of Panama's most popular department store chain, and not by chance. This 25-year-old business has kept its lead in an extremely competitive market by staying on the cutting edge of technology. Conway is using the Como Sense platform, integrated with its POS system, to know all about their customers, communicate with them via mobile, and increase return visits and revenue.

Goal

Use Data for Effective Targeting

The Conway team knew that the key to increasing overall revenue and business growth was to bring existing customers back and maximize income from each and every one. To do that, they needed to gather and analyze all of the data regarding customers' habits and purchases, and then target them effectively.

To make it all work, they wanted direct, digital communication channels to engage customers where they live—on their phones.



150,000+

Active club members since launch



37%

Higher average purchase for members vs. nonmembers



1.4X

More items per purchase for members vs. nonmembers

Solution

Create Rewarding Experiences

In January 2016, Conway launched their Conway & Friends membership program to reward customers and build brand loyalty. They created an atmosphere throughout the stores to attract customers: displaying banners, offering an irresistible joining gift of discount coupons to use on the spot, and enlisting employees from salespeople to cashiers to sign up customers.

The loyalty program itself is a well-oiled machine. It constantly reaches out to members through push notifications and other channels with special promotions—all the while gaining insights to generate new personalized offers based on purchase history, preferences, demographics, favorite location, and more.

Loyalty Program Highlights



COUPONS

New club members are welcomed with a discount coupon



PUSH NOTIFICATIONS

Instant communication with members, highlighting specials and promotions



POINT SHOP

Members earn points for shopping and then use them to buy gift certificates

Success

150,000+ Club Members—with 24% Returning Every Month

Conway & Friends has grown rapidly, reaching more than 150,000 members—and hundreds of new members joining each day. Of these members, 24% return to shop at Conway each month.

In addition to shopping more often, club members spend much more when they shop. On average, a club member buys **1.4 times more items** than a nonmember, spending **37% more money**.

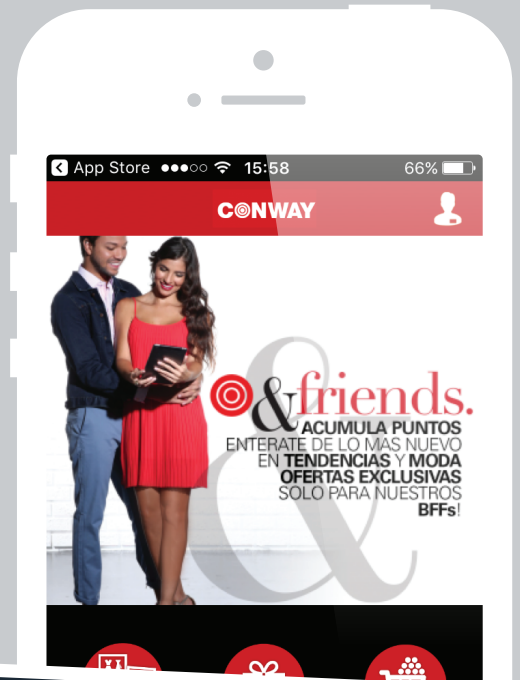
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The ability to know your customers, learn their consuming habits, and then perform actions based on that helps our company to generate more revenue and increase the campaigns' focus and profitability. We get daily feedback from customers who feel more connected to the business, and the results prove the advantage this platform provides us as compared to our competitors.”



Adi Litvin

Marketing Manager, Conway



Contact us to find out how Como Sense can work for your business.

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