

Great Clips

Personalized promotions that are cut above the rest.

Great Clips®
IT'S GONNA BE GREAT®

The Challenge

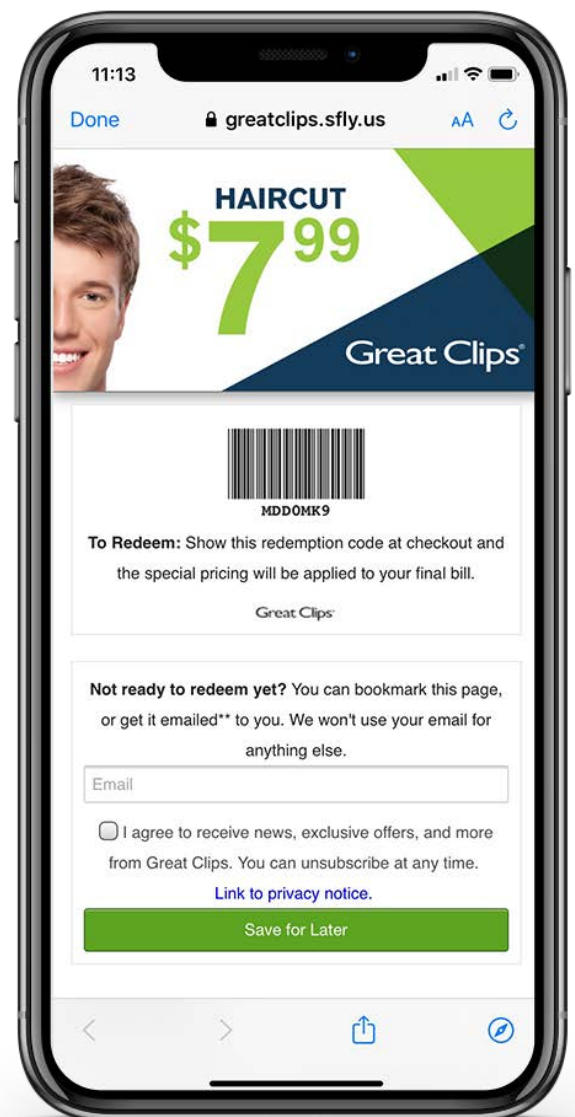
Great Clips lacked the tools required to track offer usage and redemption which made them vulnerable to fraud. Their legacy POS system coupled with their print distribution channel also made it difficult to measure the performance of their offers and promotions.

The Solution

Great Clips implemented Sparkfly's Offer Management & POS Intelligence Platform to enhance their existing POS capabilities and enable digital customer acquisition and engagement.

With Sparkfly, they were now equipped to:

- Distribute, track, validate and redeem digital and print coupons on a 1:1 customer level which eliminates in-salon coupon fraud
- Run integrated personalized offers and promotions across their marketing channels based on historical 1:1 customer behaviors
- Funnel customers acquired through any digital channel directly into their e-club to maximize member growth








With Sparkfly's platform, we're able to launch offers in a whole new way. Thanks to Sparkfly and their knowledgeable, experienced team, our business and marketing have evolved. I can't recommend them enough to other retailers!

-Heather Briggs, Sr. Director of Marketing Planning
GREAT CLIPS

Results

-  Triple-digit ROI on digital campaigns which won Great Clips a DMA Echo Award for Best Retail Campaign in North America
-  Maximized local store marketing (LSM) by enabling micro-targeted, market-level campaigns
-  Enhanced digital and in-store technologies created frictionless check-in and checkout experiences while gaining individual customer data for personalized engagement and next best offer delivery

Integrated Platforms



In-Salon POS



Online Check In



ESP including e-club opt in from the landing page



CDP



CRM

ABOUT SPARKFLY

Sparkfly is an offer management solutions company that helps marketers maximize customer acquisition and loyalty programs by connecting real-time consumer behavior with online and in-store sales.



SPARKFLY

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