



# Chipotle engaged 33M+ members through innovative rewards program, 'Freepotle'

A campaign success as massive as their burritos

## Summary

Chipotle Rewards is one of the largest and most successful loyalty programs to date. By partnering with Sparkfly, Chipotle powered their 'Freepotle' campaign, engaging their 33M+ members in must-join opportunities.

### What 'Freepotle' Offers

Chipotle made 2023 bigger (and tastier) for their members by driving engagement with:

- Guaranteed free food 'drops'
- A chance for 3,100 members to win free Chipotle for a year
- A 'Freepotle' Prize Wheel on TikTok & Instagram

### Why Is Chipotle's Rewards Program So Successful?

Members already have the opportunity to:

- Earn points towards free food, drinks, merchandise, and more
- Collect achievement badges
- Receive a special reward for their birthday

With 'Freepotle,' Chipotle Rewards members can also receive up to 10 free food drops throughout 2023!

Incentivizing members to join loyalty programs makes sense for all QSRs. Loyalty orders generate higher checks and more frequency. Loyalty programs also provide precious customer data to better understand spend preferences and target messaging accordingly.



In an environment full of pricey subscription programs, we're introducing a pass to our real food that is free to join and will provide more value to our community than ever before.

- CHRIS BRANDT, CHIEF MARKETING OFFICER, CHIPOTLE MEXICAN GRILL



## Chipotle & Sparkfly: The Partnership That Keeps on Growing

33M+

GROWTH IN CHIPOTLE REWARDS MEMBERS

\$4.5B+

AMOUNT GENERATED IN DIGITAL SALES

111M+

NUMBER OF OFFERS REDEEMED

## Our Customers

