



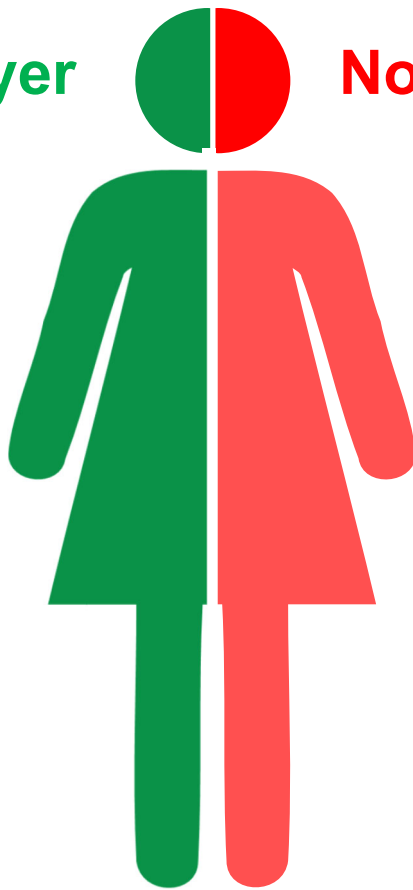
# Jack in the Box

January, 2020 – March, 2020

Retain Existing Buyers **VS.** Develop New Buyers

Buyer

Non-Buyer



103

Total Comms Received

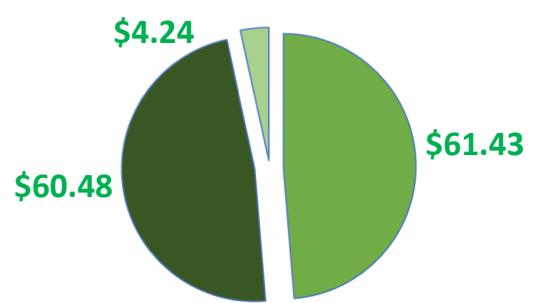
47%

Of total comms were Push or SMS. Only sent to Buyer Profile



\* Buyers engaged almost on a daily basis

Value of Promos Received



5

Total Comms Received

5 Email

1 of 21

Buyer engagement 21 times more frequently than Non-Buyers

Value of Promos Received

