



AMEX OFFERS



Advertiser Case Study: Amex Offers x Leading Fashion Brand

The Challenge

A legacy fashion retailer wanted to elevate their brand and fuel growth. They also wanted to create an engaging digital brand experience and strengthen their key demographic of 24- to 30-year-olds.

The Solution

Amex Offers supported business goals by encouraging customers to shop directly with the retailer, whether in-store or online. Amex Offer redeemers delivered increased AOV and lifetime values compared to non-Amex Offer redeemers, helping the retailer grow and encourage their loyalty base.

Case studies shown for illustrative purposes only. Individual results will vary.



Overall, since working with Amex Offers, we've been pleased with the exposure and incremental purchases through high-value consumers.



The Impact

20:1

Return on investment¹

+60%

Average spend lift of redeemers vs. non-redeemers²

81%

of redeemers were new Amex shoppers³

1 Return on investment = [(Total Campaign Spend - Offer Funding Cost) / Offer Funding Cost] includes all Amex Offers campaigns run with this merchant in 2023

2 Based on average spend across all Card Members that redeemed any Amex Offer that ran with this merchant in 2023 compared to spend across all Card Members that spent at this merchant but did not redeem an Amex Offer in the same year

3 New Amex shoppers are defined as Card Members who have not used their Amex Card at the merchant in the 12 months prior to the offer