



**AMEX OFFERS**



# Advertiser Case Study: Amex Offers x Levain Bakery

## The Challenge

Baked in NYC and beloved worldwide, Levain's iconic cookies are made fresh and shipped same day. One of the main priorities for this e-commerce business was to **find new channels through which they could profitably acquire new customers.**

## The Solution

Levain shared with us, **"Working with Amex Offers has helped us acquire new customers for the nationwide shipping business at a lower cost per acquisition than some of our other paid channels."**

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



We're excited to continue to partner with Amex Offers during our peak-season moments throughout the year.



## The Impact

**11:1**

**Return on investment<sup>1</sup>**

**2.5K+**

**of redeemers were new Amex shoppers<sup>2</sup>**

**\$648K+**

**Added media value<sup>3</sup>**

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

<sup>2</sup> 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

<sup>3</sup> Added media value is based on independent, third party valuation by Sonder, an owned media valuation firm; it does not reflect or purport to reflect the views of American Express. For more information visit [sondermedia.com](https://sondermedia.com)