



AMEX OFFERS



Advertiser Case Study: Amex Offers x Ministry of Supply

The Challenge

Comfort-meets-style clothing company Ministry of Supply found **the hardest thing for their online-first business to do was acquire new customers**. How could they introduce themselves to busy shoppers who were already stretched thin and loyal to incumbent brands?

The Solution

Amex Offers gave both existing fans and potential customers an easy route to try out Ministry of Supply products. Feedback from customers included statements like, "I heard of your brand through Amex and was curious," clearly demonstrating the sales-building power of the Amex Offers program.

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



We're thrilled for this partnership and its ability to widen our reach dramatically.



The Impact

6:1

Return on investment¹

80%

of redeemers were new Amex shoppers²

\$215K+

Added media value³

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 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

³ 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