



AMEX OFFERS



# Advertiser Case Study: Amex Offers x Spoonful of Comfort

## The Challenge

As an independent company in a huge market category, **Spoonful of Comfort is always working to increase awareness** of their care packages of soup and other comfort items.

## The Solution

**Amex Offers helped Spoonful of Comfort expand its audience and increase order value.** 80% of redemptions were customers who haven't purchased with them in the past six months. Additionally, purchases through Amex Offers exceeded customer average order value compared to purchases outside the campaign.

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



The time of year we introduced our first offer underscores our success with Amex Offers. We were able to boost sales — and especially AOV — during our slow season.



## The Impact

**12:1**

Return on investment<sup>1</sup>

**80%**

of redeemers haven't spent in the past six months<sup>2</sup>

**\$372K+**

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> Refers to redeemers who have not shopped with the merchant in the 6 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)