



250th Store Opening Campaign Generates Nearly \$1M in Incremental Sales

A Unique Spin-the-Wheel Campaign Boosts ATV by 33% for a Leading Shoe Brand



Overview

A leading footwear and accessories brand expanding rapidly across the globe, partnered with Capillary to design an innovative, gamified campaign that successfully drove footfall to its 245 stores across 100+ cities.

Objectives

Solutions

Results

Increase footfall across all store locations, not just the flagship 250th store.

First-time loyalty users received AI-powered personalised rewards to boost engagement.

Created engaging micro-moments with spin-the-wheel games and in-store promotions.

135M
Sales
Generated

Use interactive gamification to boost customer participation and excitement.

Ran six unique offers with real-time AI-driven win probabilities for dynamic customer experiences.

42%
Voucher
Redemption

Re-engage inactive customer segments to reignite interest and drive conversions.

Optimised win probabilities and discounts in real-time to enhance engagement and campaign performance.

30%
Activation of
Dormant &
Lost Customers

