



LUNATIC FRINGE™

Social Media Campaign: Groupon

Giving you the sustainable advantage
Gather customers...KEEP customers

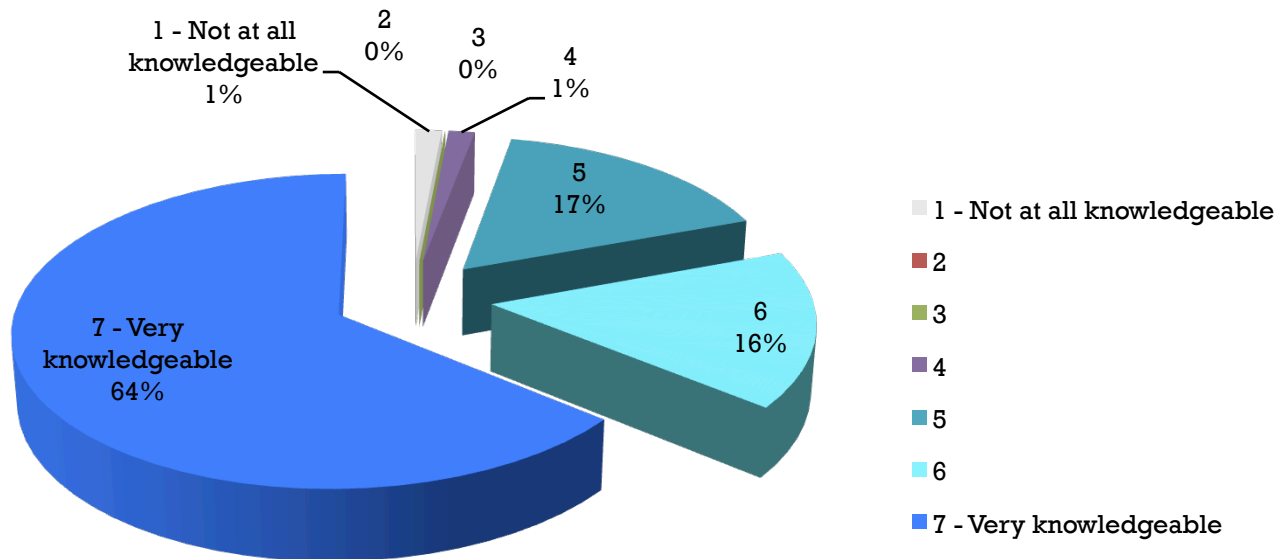
Objectives and Methodology



- ◆ To understand the customer of Lunatic Fringe, and their likelihood to return, after being a part of a social media coupon campaign: Groupon.
- ◆ Conducted an on-line, fully customized, proprietary study utilizing the tool, RELIABLE RETURN.
- ◆ Sent out 304 e-vites to participate in the study.
- ◆ Offered: Savings of \$5/\$10/\$15 off.
- ◆ Received a 25% response rate.
- ◆ Following are the results of the study.

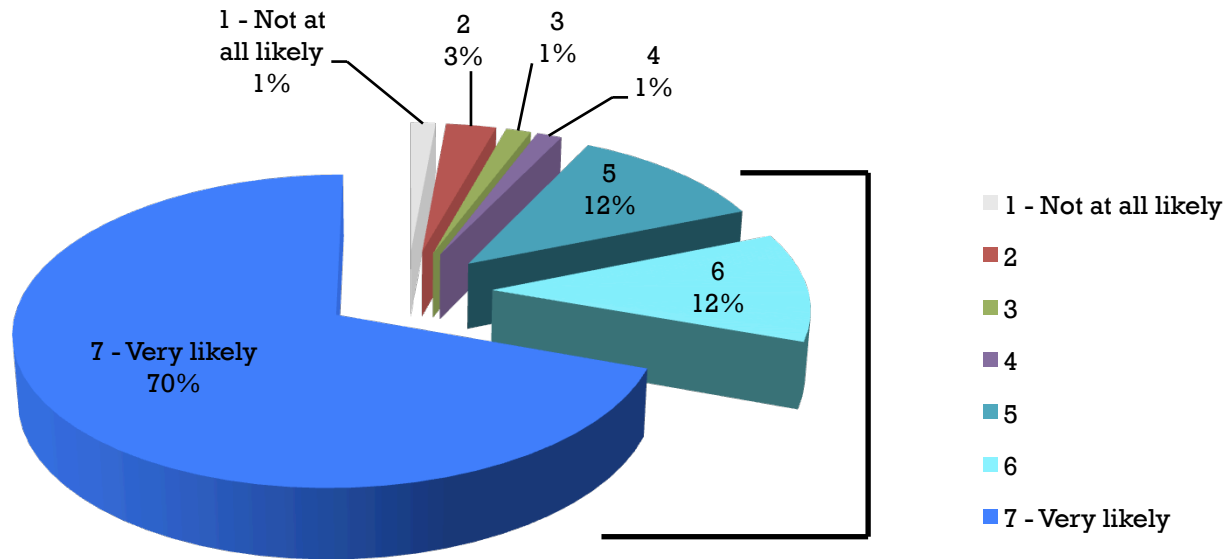
Knowledgeable staff rocked the chairs at Lunatic Fringe. An overwhelming majority (97%) felt they were in 'more' than capable hands.

Depth of Staff Knowledge



Retention Rules! Lunatic Fringe WILL see their customers again. 94% are pretty much guaranteed to return.

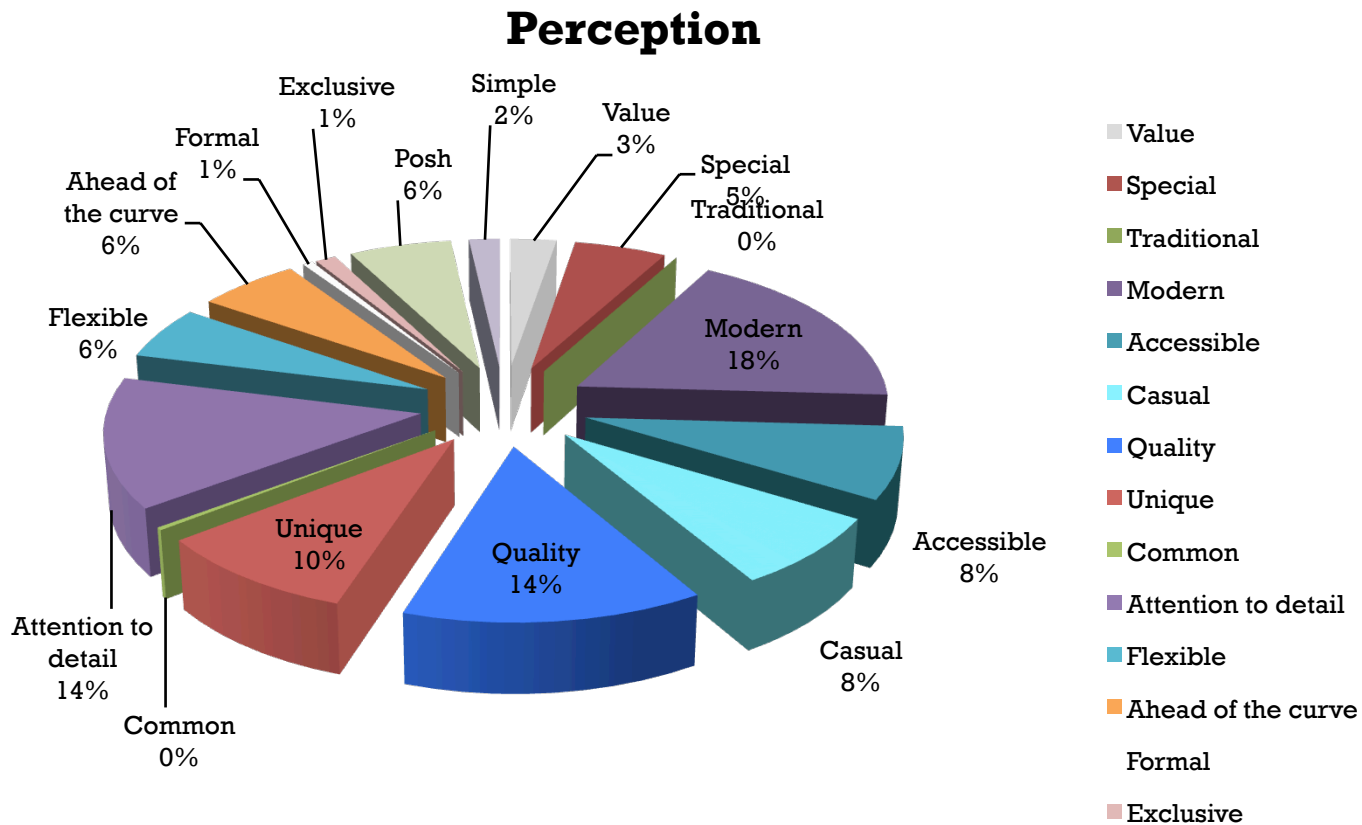
Likely to Visit Again



- Of those who will not return (*n=4) 25% didn't like the product.

*Note, extremely small sample – use with extreme caution

Attention to Detail, Modern, Quality, Unique ... (positive) words synonymous with Lunatic Fringe. Can't ask for much more than that.



Key Findings and Next Steps



Filled with a plethora of great findings and recommended next steps. These, of course, are 100% proprietary. So, regrettably, we can't show you them here for no two sets of findings are alike. They are as unique as you and your business and as telling as your customers are varied.

The goal here is to help you fully understand what we've learned from this study but, moreover, we'd like to arm you with a slew of possible marketing and promotional ideas, in-house contests or incentives, potential product or service expansions, staffing tweaks/training, etc.

Essentially if you ask it, they answer it, we can garner some next steps sure to keep your customers coming back through your doors.