



## Case Study: Real-Time Competitor Turnaround

Evergreen Gaming Corporation  
Seattle, WA

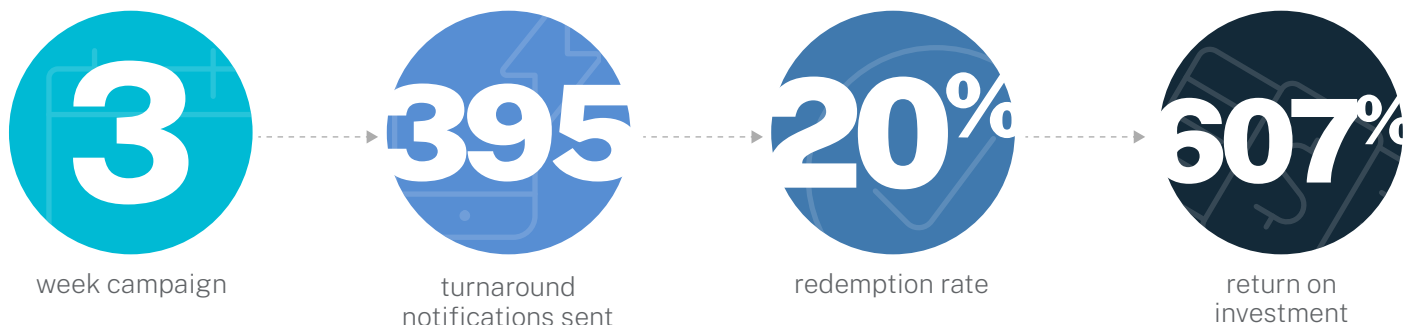
### Challenge

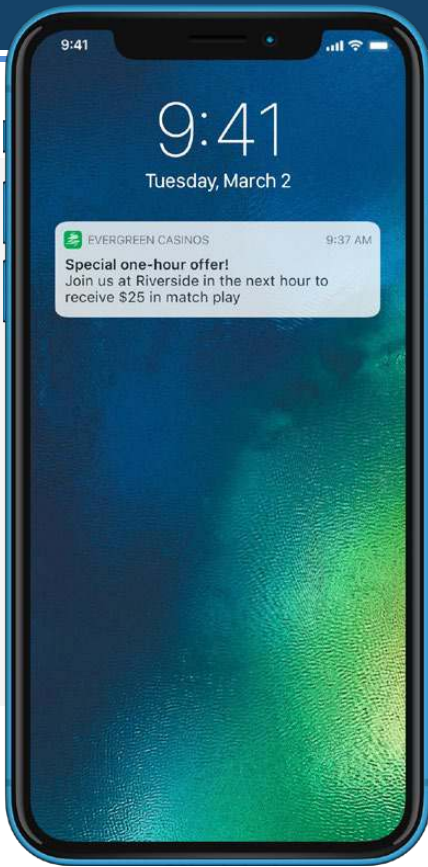
How do you create an unfair advantage over your competition? By turning their stores into yours. Burger King showed just how powerful this tactic can be with their "Whopper Detour" campaign: In the span of 9 days, BK lured over half a million customers away from McDonald's parking lots with a simple push notification offering a Whopper for a penny and generated a staggering 37X ROI on the campaign.

### Solution

Evergreen Gaming Corporation, a LighthousePE customer since 2019, saw the opportunity to replicate the Whopper Detour campaign to conquest their customers away from the competition. Using simple and intuitive geofencing capabilities in LighthousePE, Evergreen sent an automated push notification to any customer who entered one of their competitors' parking lots. By setting frequency limitations on how often each customer receives the offer, Evergreen was also able to find the perfect balance between ensuring their customers weren't overwhelmed with notifications and achieving incredibly strong conversion rates.

### Results





## Key takeaway

Because LighthousePE automates the delivery of highly personalized offers based on real time location data, Evergreen was able to engage their customers at exactly the right moment to recapture them from the competition. Not only did they achieve a 607% return on marketing spend for the 3 week campaign, they also captured valuable intelligence on their competition that helped them fine tune their broader marketing and customer engagement strategy.

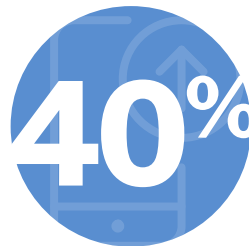
## About LighthousePE

LighthousePE drives revenue, loyalty and retention like no other mobile marketing technology. This simple, secure, easy-to-use platform transforms your mobile app into a powerful player engagement tool, delivering personalized messages based on real-time location and behavior data that create authentic one-to-one relationships at a scale never before possible.

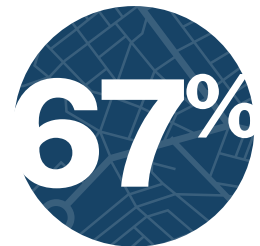
The fact is, no other tool engages customers and increases loyalty like Proximity Engagement. And with LighthousePE, restaurants of any size can leverage this powerful technology to stay far ahead of the competition regardless of market conditions.



Higher sales for businesses that excel at personalization (Gartner)



Annual increase in app usage vs 2019 (App Annie)



Consumers willing to share location for personalized communication and offers (Forbes)

See how quick and easy it is to put LighthousePE to work for you. Schedule your personal demo today: [info@lighthousepe.com](mailto:info@lighthousepe.com) or [602.926.1010](tel:602.926.1010)