



## Smart marketing and customer loyalty

Eureka Market is using Zenreach to bring customers back.

A mom & pop store in the small town of Eureka Springs, AR, Eureka Market is a leading example of retail shops harnessing the power of smart marketing and loyalty to drive revenue. Located in the heart of a thriving tourist economy, this local store practices big business by targeting marketing and cultivating customer loyalty through Zenreach.

### The Challenge

Opened in 2002, Eureka Market spent the first 12 years growing their business and using limited marketing opportunities including print ads in the local newspaper, a modest website, and social media presence. Unable to define the demographic breakdown of its customer base and deliver timely and relevant messaging to new, loyal, and lost customers, Eureka Market needed a solution to know who was shopping at their store, develop smarter marketing, and grow customer loyalty in a measurable way.



**Zenreach is the foundation for Eureka Market's highly efficient and exceptionally targeted marketing that hits the right balance between contact fatigue and timely, enticing emails that are well received and keep customers coming back.**

—SAM KIRK, President/Technology

## ZENREACH

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### The Solution

After reading about Zenreach in an article in 2014, Eureka Market installed Zenreach and saw immediate changes in customer engagement, loyalty, and revenue. With Zenreach, Eureka Market launched birthday promotions, first-time customer perks, loyal customer rewards, and other scheduled messaging cultivating repeat customers. From introducing new customers to the Eureka Market loyalty app and rewards program to successfully targeting lost customers through email marketing, Zenreach's marketing solution has become a cornerstone in growing business and customer loyalty for the store.

Alongside automating smart messaging, Zenreach continuously proves itself a valuable investment with its data collection. Generating a growing list of contacts in real-time complete with visit history, public demographic information, and customer segmentation, Zenreach has become Eureka Market's primary email marketing platform and go-to for building target audiences for paid social media and search advertising.



### The Results

Eureka Market uses Zenreach and free guest WiFi to engage thousands of customers, build their rewards program and track rewards points for 3,000+ loyalty members, and automate their email marketing. They continue to reach new customers thanks to Zenreach's straightforward and uncomplicated ease-of-use and exceptionally responsive customer service.

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# 3,000+

**Contacts Collected**

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**CONTACT ZENREACH**

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