



PRODUCED  
**360M**  
 REVENUE GROWTH



## COLRUYT COUPONS

Belgian retailer Colruyt realised they needed to change their coupons in order to grab consumer's attention. They decided to transform their leaflets with personalised coupons to maximise consumer interest and boost customer spending.

LOYALTY CARD  
 MEMBERSHIPS  
 GREW FROM  
**50K TO 1M**