



MISSION THRIFT BUILDS
COMMUNITY WITH DATACANDY:

**201% Loyalty
Growth &
274% Member
Sales Increase!**

The Challenge

Mission Thrift Store, a nationwide thrift retailer with 50+ locations, wanted to deepen community connections while boosting repeat visits and sales. Previously lacking a centralized loyalty system, they struggled to track customer behavior, personalize offers, or measure program impact. With each store operating independently and using different systems, rolling out a unified loyalty program was no small task.



[Watch the video](#)

The Solution

Partnering with DataCandy, Mission Thrift launched a loyalty program designed to reward shoppers, donors, and even volunteers. Key features included:



Personalized offers and rewards

Tailored promotions, birthday bonuses, and cash-back incentives to drive repeat shopping and community engagement.



Data-driven insights

Centralized customer data empowered Mission Thrift to segment customers, run targeted campaigns, and prove ROI to individual stores.



Flexible Integration

DataCandy's seamless POS integrations unified 40+ stores under one cohesive loyalty framework, reflecting their national brand identity.



Promotional Success

For National Thrift Shop Day, they launched a two-day double-points campaign that boosted loyalty memberships, increased member sales by 10% above the monthly average, and heightened store traffic. This success showcased the power of DataCandy's platform to rally customers and stores around a community-focused promotion.

Lasting Business Impact & Future Growth

Since implementing DataCandy:

201%

loyalty membership growth in 2024

274%

year-over-year increase in member sales

More frequent visits, larger basket sizes, and rising customer appreciation.

Armed with robust customer insights and a proven loyalty strategy, Mission Thrift plans to:



Expand into new regions, leveraging loyalty to strengthen customer retention.



Offer points for volunteer hours, deepening their community ties.



Drive even greater account completions and engagement as the program matures.



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"The system works really well—it's straightforward, and customers love it."

Eric Ames

National Marketing Director, Mission Thrift Store

With DataCandy, Mission Thrift transformed their loyalty program into a powerful, community-building engine fueling growth, customer loyalty, and brand affinity.