

A group of people, including men and women, are walking through a store. They are carrying several shopping bags, including Macy's bags. The image is darkened to serve as a background for the text.

Case Study: Deepening Loyalty by Rethinking the Funnel

Brand: Macy's

Role: App Growth Strategy Lead

The Challenge

Macy's, like many retailers, relied on email capture as a standard lead-generation tactic. But data showed that logged-in app users were significantly more loyal and higher-spending than those who simply subscribed via email.

The Insight

Email capture gets you reach.

Logins get you retention and revenue.

Rather than stop at a surface-level interaction, looked for ways to drive users deeper into the funnel—to become known, logged-in customers who could be nurtured over time.

The Strategy

Reimagine the standard email-for-discount flow to drive meaningful engagement.



Beyond Basic Email Collection

Required full account creation instead of just an email address.



Meaningful Discount Exchange

Offered substantial value to incentivize the additional commitment.



Richer First-Party Data

Captured comprehensive user information through account profiles.



App Environment Engagement

Primed users for ongoing interaction within the brand ecosystem.

The Results

A deeper commitment delivered exponential results:



1727% increase in app
revenue per install



500x growth in
known customer
base



The Takeaway

Don't settle for shallow acquisition.

Driving users deeper into the funnel—early and with intention—can dramatically shift both revenue and retention metrics. With the right incentive, users are willing to commit more upfront, especially when the experience delivers value.

