



**PawnMate**

# Big Dog Pawn & Jewelry Loyalty Program

Case Study | Data through September 1, 2026

## CASE STUDY OVERVIEW

Big Dog Pawn & Jewelry's loyalty analysis found that enrolled customers were substantially more likely to remain active and generated materially higher lifetime value than matched non-enrolled customers. The strongest signal was not a bigger basket - it was a longer, more valuable customer relationship.

## 1 | Results at a Glance

**4.6x**

higher tenure-adjusted annualized value

**\$2,829**

average true lifetime value - enrolled

**\$581**

average true lifetime value - matched non-enrolled

**67.8%**

enrolled customers still active 11 months later

## 2 | Retention That Drives Value

### Matched-customer retention at 11 months

Enrolled customers

67.8% still active

Matched non-enrolled customers

16.1% still active

### Retention is the driver

Enrolled customers were about **4.2x more likely** to still be active than matched non-enrolled customers: **67.8% vs. 16.1%**.

## 3 | Customer Lifetime Value

Mean true lifetime value

**\$2,829**

enrolled

**\$581**

matched control

Median true lifetime value

**\$1,075**

enrolled

**\$149**

matched control

## 4 | The Big Takeaway

“ The loyalty program is not simply identifying better customers - the strongest evidence is that enrolled customers are staying customers instead of drifting away. ”

Methodology note: customers were matched by pre-enrollment spending level. This is a strong observational comparison, not a randomized experiment.



**PawnMate**

# How Big Dog Loyalty Creates Value

Retention and lifetime value are the primary drivers

## 1 | Program Economics: Track Reward Cost, Keep Retention

**+60%**

retail visits per month after enrolling

**\$125,916**

redeemed to date across 1,240 redeeming customers

The reward cost is real and should be monitored, but the analysis identifies lifetime value and retention as the primary reasons to run the program. The goal is to tighten redemption economics while preserving the retention mechanism that keeps customers active.

## 2 | Starter Reward Math and Setup

### Simple customer value

1 point per \$1 spent  
100 points = \$3 off  
 $\$3 / 100 = \$0.03$  per point  
= **3% back**

### Recommended starter setup

Earn 1 point per \$1 on eligible retail purchases  
Redeem 100 points for \$3 off a future retail purchase  
Bonus loyalty points for enrolling: 100 points  
Birthday bonus: 100 points  
Run double-points promotions on slower retail days  
Train staff to mention the program at checkout

## 3 | What PawnMate Tracks

- ✓ Total enrolled customers
- ✓ Enrolled in the last 30 days
- ✓ Points balance
- ✓ Points value
- ✓ Active campaigns
- ✓ Monthly enrollment

- ✓ Daily enrollment
- ✓ Daily points earned
- ✓ Daily points redeemed
- ✓ Earned points
- ✓ Redeemed points
- ✓ Manual point adjustments

- ✓ Converted to store credit
- ✓ Voided transactions
- ✓ Sales returns
- ✓ Automated birthday rewards
- ✓ Campaign performance
- ✓ Reward liability

### Bottom Line

At Big Dog Pawn & Jewelry, enrolled customers are associated with dramatically stronger retention and higher lifetime value than matched customers who never enrolled. When a loyalty program keeps more customers active over time, the added customer value can help offset the cost of the POS and turn loyalty into a measurable business driver.