

# SnackBar Customers are Loyal

**Over 55%** of SnackBar customers order more than once.

**15%** of SnackBar customers have ordered more than once in a single day.

## Why does loyalty matter?

A 2% increase in customer retention has the same effect as decreasing costs by 10%. It's 6-8x more expensive to acquire a new customer than it is to retain an existing one. A 5% increase in customer loyalty can result in a 25% increase in revenue.