

Case Study:


**How Café
Canopic Boosted
Loyalty, Sales &
Saved
\$1,800/Year**





About the Shop:

Café Canopic is a local favorite serving students and regulars in a tight-knit neighborhood. They needed a way to keep customers engaged, informed, and reordering — without high marketing costs or complex tools. Their solution: a custom mobile app built with **Espressly**.





Espressly App Delivered:

✓ **One-Tap Reordering**

Regulars reorder in seconds — just one tap and their oat milk latte is on the way.

✓ **Live Square Menu Sync**

Menu updates in Square appear instantly in the app. No more duplicate work.

✓ **Apple Pay & Google Pay Built-In**

Checkout is lightning fast and secure — no more card fumbling in the morning rush.

✓ **Integrated Square Loyalty**

In-store or in-app, points and redemptions stay in sync with one loyalty system.

✓ **Unlimited Push Notifications (Free!)**

Engage customers directly — no per-message fees like SMS marketing.



Free Push Notifications — No SMS Fees

Café Canopic replaced Square SMS (\$150/month) with **Espressly push messaging** — saving \$1,800/year.

Now they send **unlimited, branded alerts** right through their app:

 **"Spring drinks are here! Try our Lavender Latte."**

 **"Buy 1 Get 1 Half Off – Today Only!"**

 **"Closing early today at 4PM — stay safe!"**

 **"Pumpkin Spice drops tomorrow — set your alarms!"**

More reach. No fees. Better engagement.



90-Day Results

Metric	Before (Square SMS)	After (Espressly App)
Marketing Cost	\$150/month	\$0
Promo Engagement	~5%	>20%
Loyalty Tracking	Manual	App-Based, Automatic
Repeat Orders	Inconsistent	Seamless Reordering
Customer Feedback	Generic	App Store Reviews + Replies



Key Wins:



Saved \$1,800/year by replacing SMS with push messaging



20% lift in promo engagement for seasonal drinks



Better loyalty & reordering leads to happier, returning customers



Complete brand control with a white-labeled app

“This app pays for itself — and then some.”

“It’s like we gave our shop a digital heartbeat. Customers love the convenience, and we love the control.”

— **Owner, Café Canopic**





Want These Results for Your Café?

Let's talk about what your shop could do with a smarter app. Whether you're looking to cut costs, boost loyalty, or just make life easier for your staff and customers — Espressly can help.

 **Book a quick demo and see what's possible.**

ESPRESSLY

