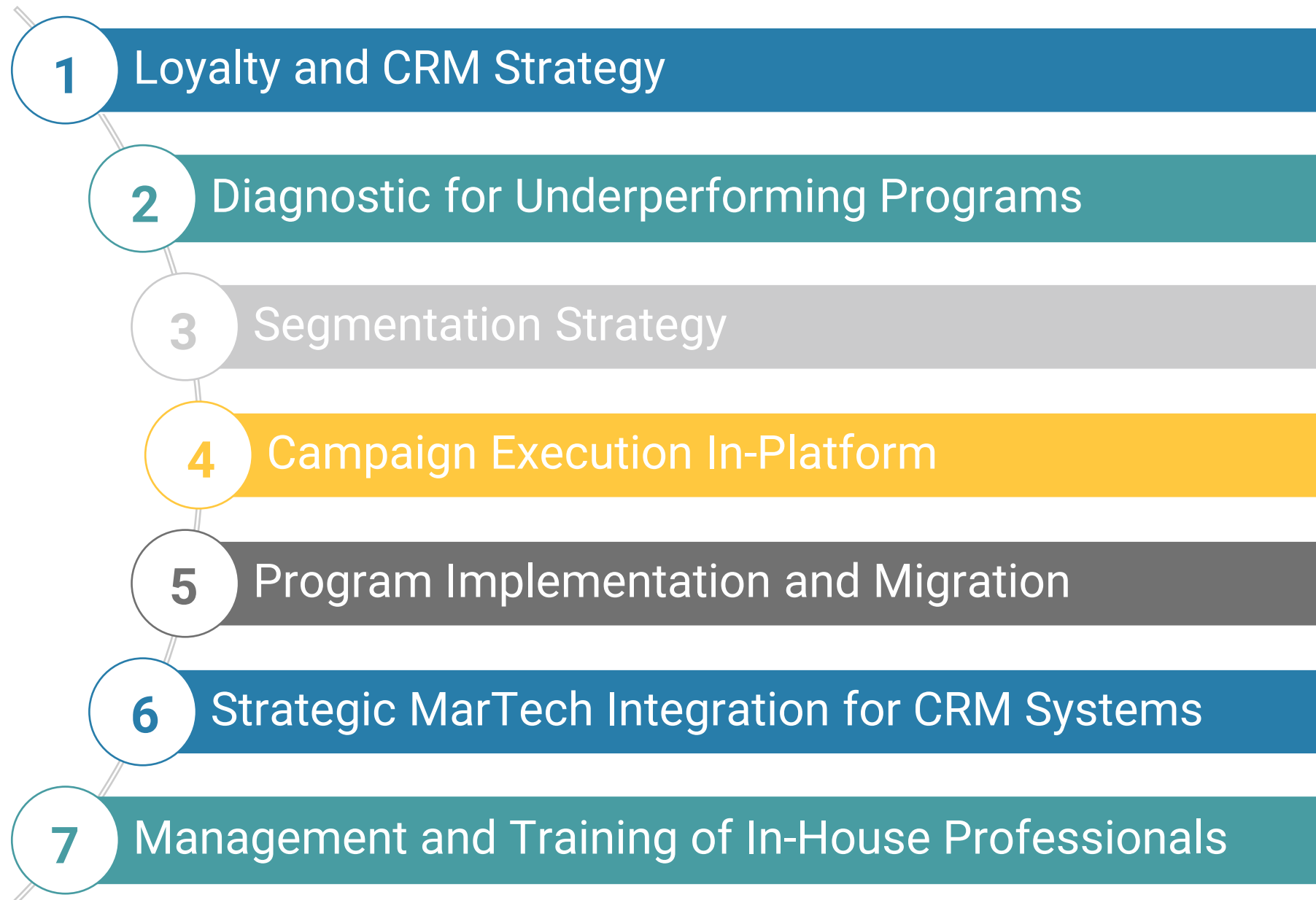


EVERYTHING YOUR RESTAURANT NEEDS TO IMPROVE GUEST LOYALTY

Strategic Loyalty Consulting for
Restaurant Brands





We help optimize loyalty programs and build personalized, segmented marketing for your restaurant brand.



PLATFORMS WE SPECIALIZE IN

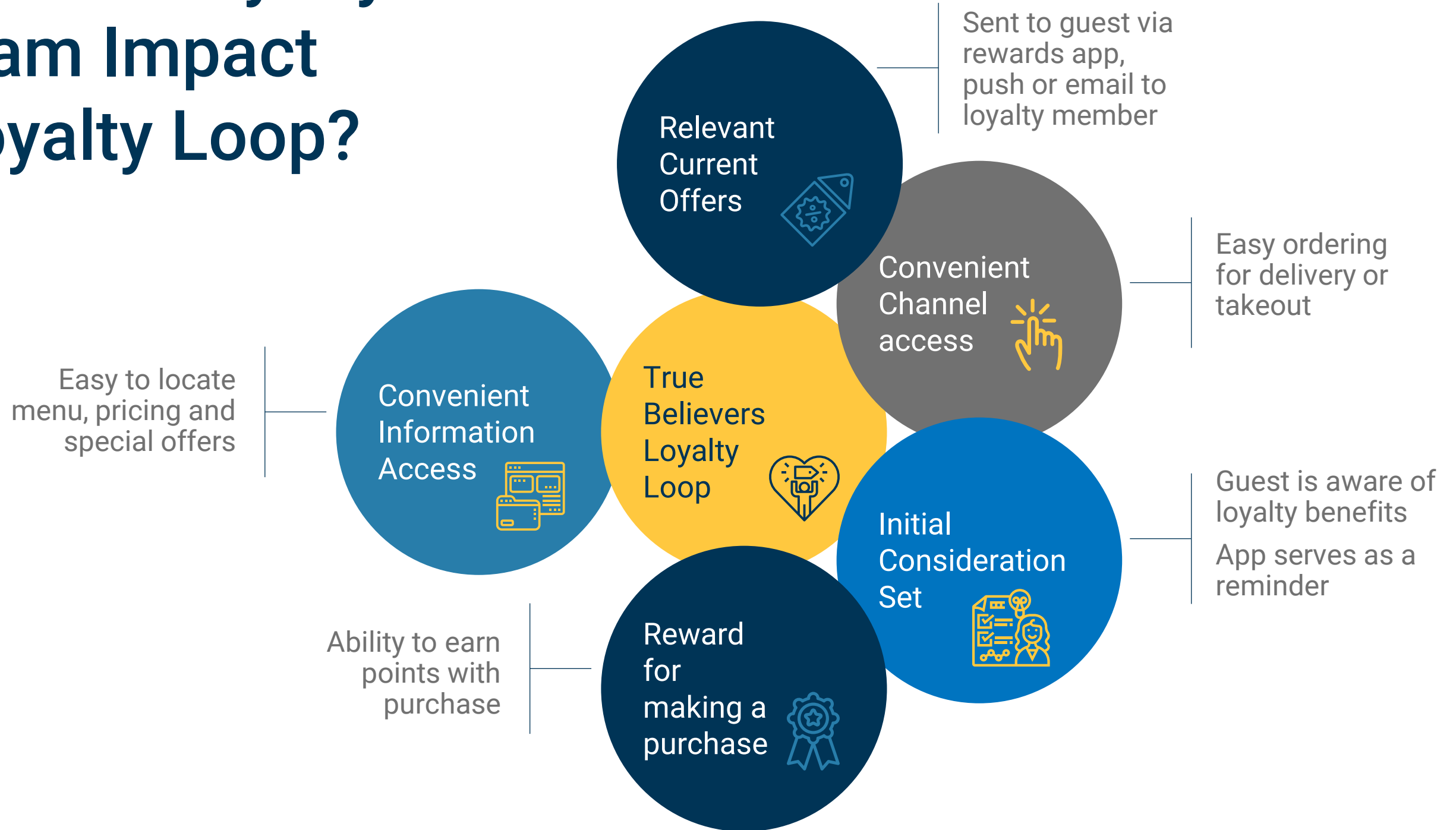




We Use Your Loyalty Platform to Keep Your Guest On the Loyalty Loop.

- 01** Relevant Program Structure
- 02** Appropriate Evergreen Campaigns
- 03** Relevant Offers Along the Customer Journey

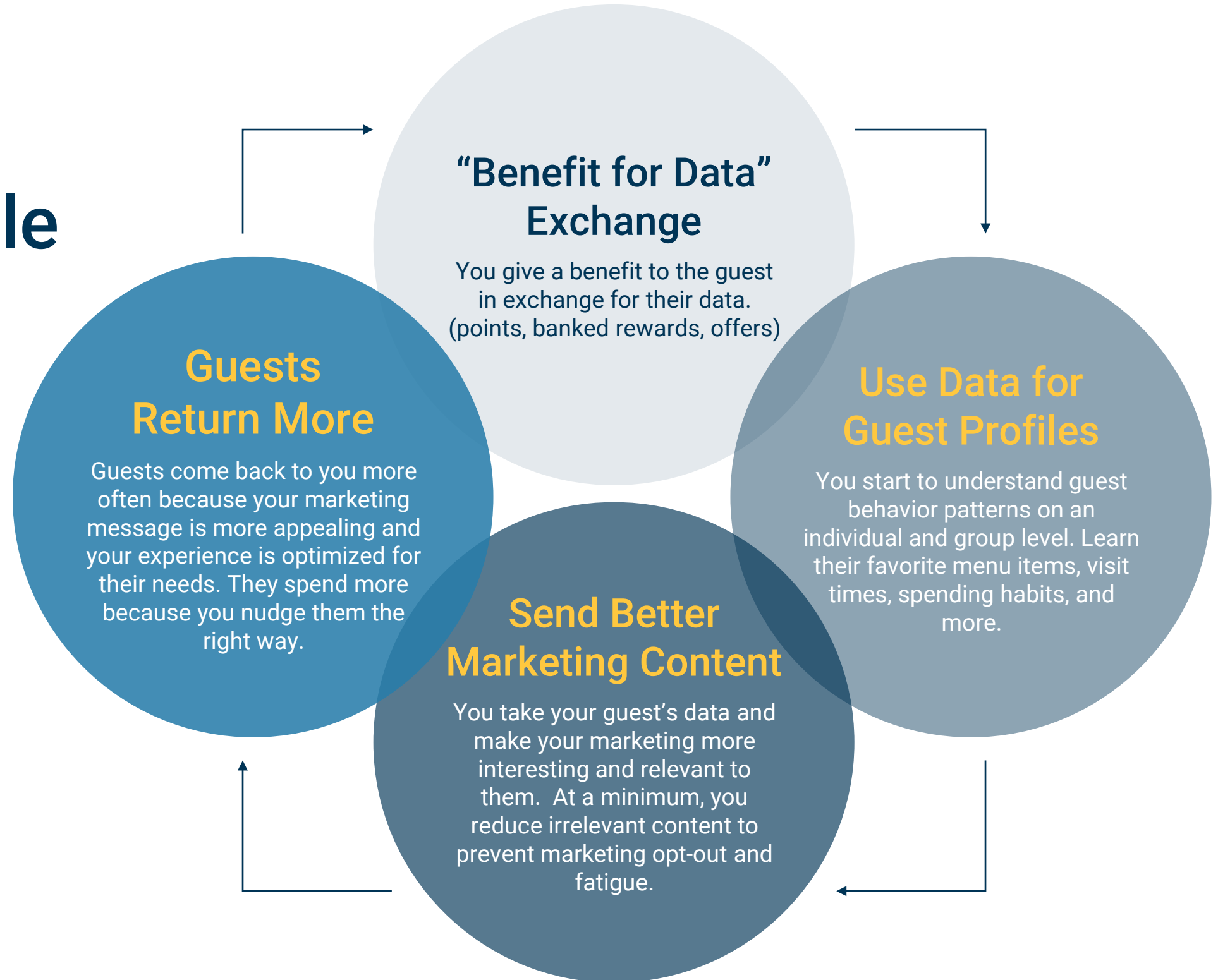
How Can a Loyalty Program Impact the Loyalty Loop?



The Data



Relevance Cycle





Sample Strategy Slides

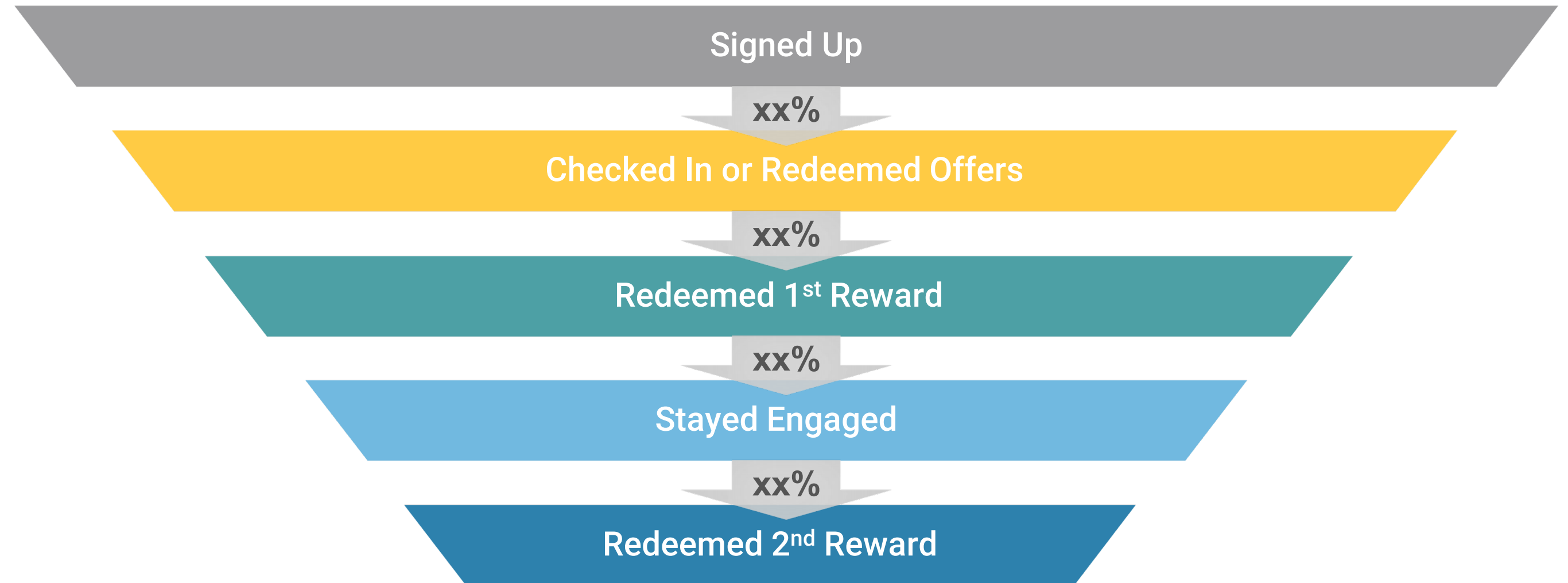
Digital Transformation Strategy Emerges from Your Consumer Data

We use your data to develop or modify your loyalty strategy



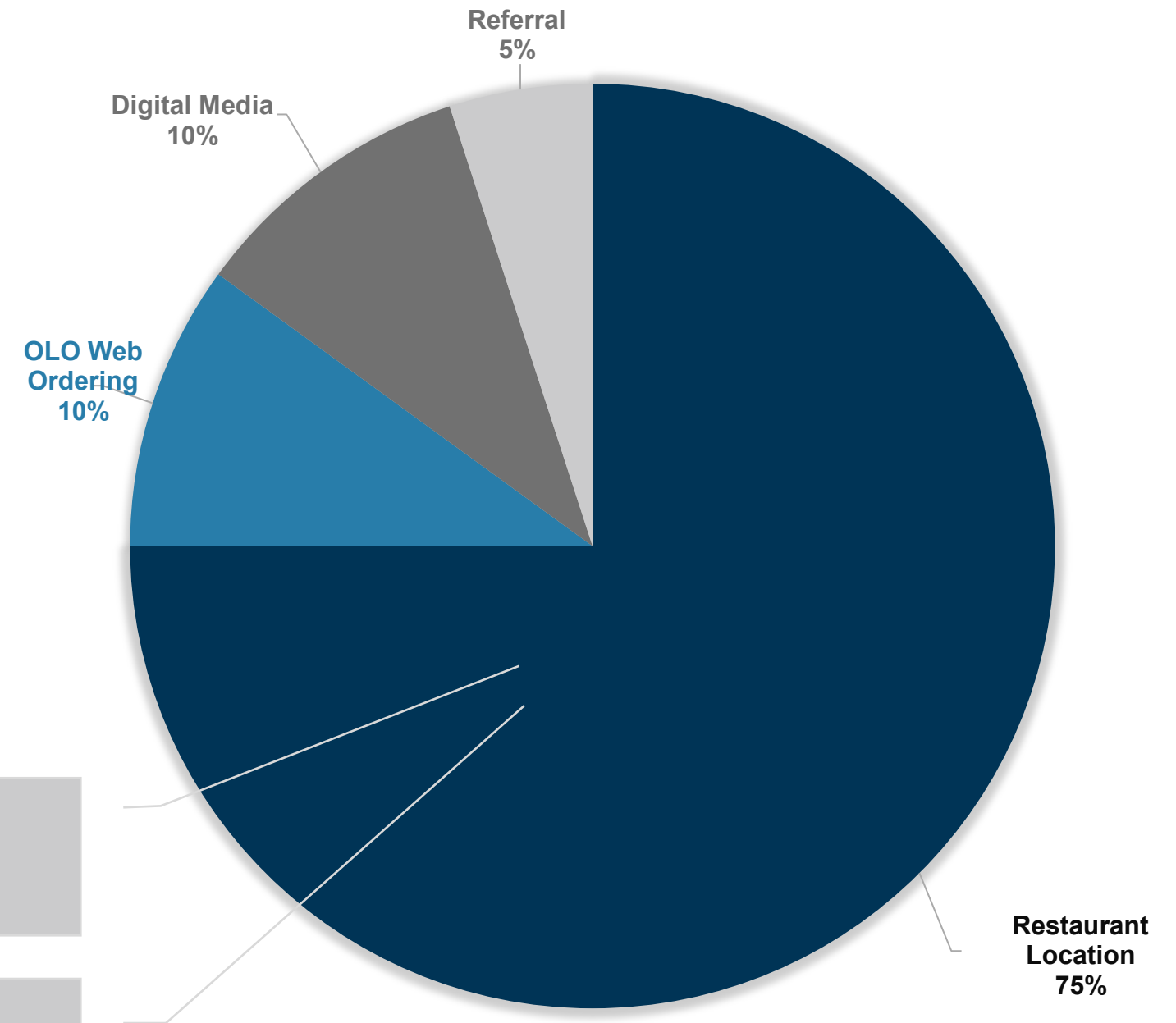
Understand Your Funnel:

Monitor and Control the User Attrition



Acquisition Channels:

Use Digital Transformation & Loyalty Tools To Drive Membership Growth Within Most Effective Channels



Convert Existing Guests Into Members

CPA target \$XX.XX

XYZ members added in a year =
X members per restaurant per day

Drive Strategic Segmented Planning Calendar

Strategic Focus

Promotion Type or Description

Campaign Target

Continue Building Segmentation	Spend Based	Value Seekers \$5-\$6 Mon-Wed Offers
	Frequency Based	Lunch Frequency Challenge
	Rewards Status Based	2X Points Effectiveness Testing
	Item Preference Based	Bone-In/Boneless Segmentation Test
Promote M2 LTOs	Tacos Special Price	Lunch Guest Segment
	New Healthy Option	Under 500 cal/Fit Bowl Fan Segment
	6-pack Tacos	TBD
	Beyond Meat Taco	TBD
Drive Family Segment Visit	\$20 Family Meal	Lapsing Families
	\$22 Family Dinner	All Family and High-Spend Segment
	2 - 6-Pack Tacos and Sides Family Dinner	High Spenders Who Never Purchased Family Meals
Increase Loyal Guest Engagement	Lent Specials	Beyond Meat and Shrimp Tacos
	Lent End Specials	New Flavor Cookies to Celebrate Loyal Fans
	Chips and Salsa Day	TBD: Canned Salsa Giveaway for Best Guests?
	Mexican Holiday: Kids Day	Free Dessert or Drink for Kids and Families

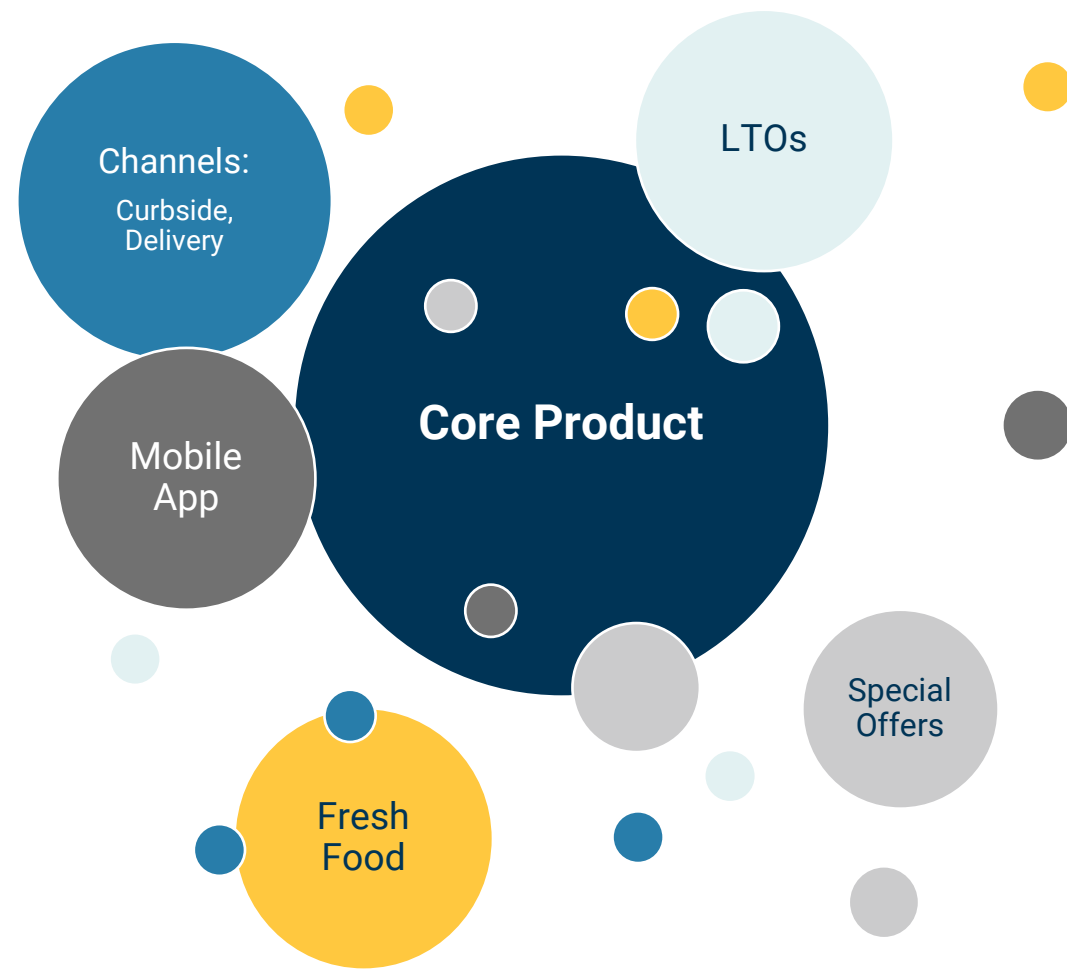
Detailed Segmented Strategic Planning Calendar

Sample

Dates	Promo Name	Details	Segment Composition	Segment Size (Est)	Redemption Rate (Est)
Recurring Mon-Wed	\$5-\$6 Specials, Mon-Wed Based on menu and M2 offers Run 3-4 times per month (put offers one by one, individual rows – 6 rows)	Low-priced offers intended to increase traffic on slow days of the week. Use LTO or main menu items. Learn about visit and spend incrementality among value seekers. Targeting low-average-spend guests, excluding average- and high-spend guests to reduce discounting.	Average spend below \$5 Average spend between \$5-\$7.50	50K	2-2.5%
November Week 1	Lunch Frequency Challenge	Increase lunch visit frequency among target segment. Visit 4 times with \$9 min spend in 4 wks, get 1 free lunch (entrée up to \$7.50). Target current lunch users with visit less than every 4 weeks, but at least every 2 weeks.	Guests who visit for lunch (75%) of the time Guests who visit about 2x per month Exclude guests who visit more than 4x per month	25K	1%
November Week 2	2x Points Effectiveness Testing	2x points on all purchases during the week of promotion. Campaign targeting 3 segments with points balance. Comms focus on remaining points to get to the reward. Goal to understand when 2x pts is a motivating offer.	Guests with 25-50 pts, 50-75 pts and 75-99 pts. Limit each segment to 30K users max.	90K	1-5%
November Week 3	\$X (very low price) Family Meal (product TBD)	Check whether it's possible to shift guests who purchase only boneless products into buying family meals. If shifting is not effective, exclude these guests from family meal or bone-in product communications in the future.	Boneless-only guests, limited segment	25K	0.5%
TBD	Two 6-Pack Tacos and Sides Family Dinner at a Special Price – (free chips and guac)	TBD: Alternative family meal option, boneless product only. Determine if current individual boneless entrée buyers will consider this product as a group option	"Boneless only" buyers, active in the past year	200K	2%

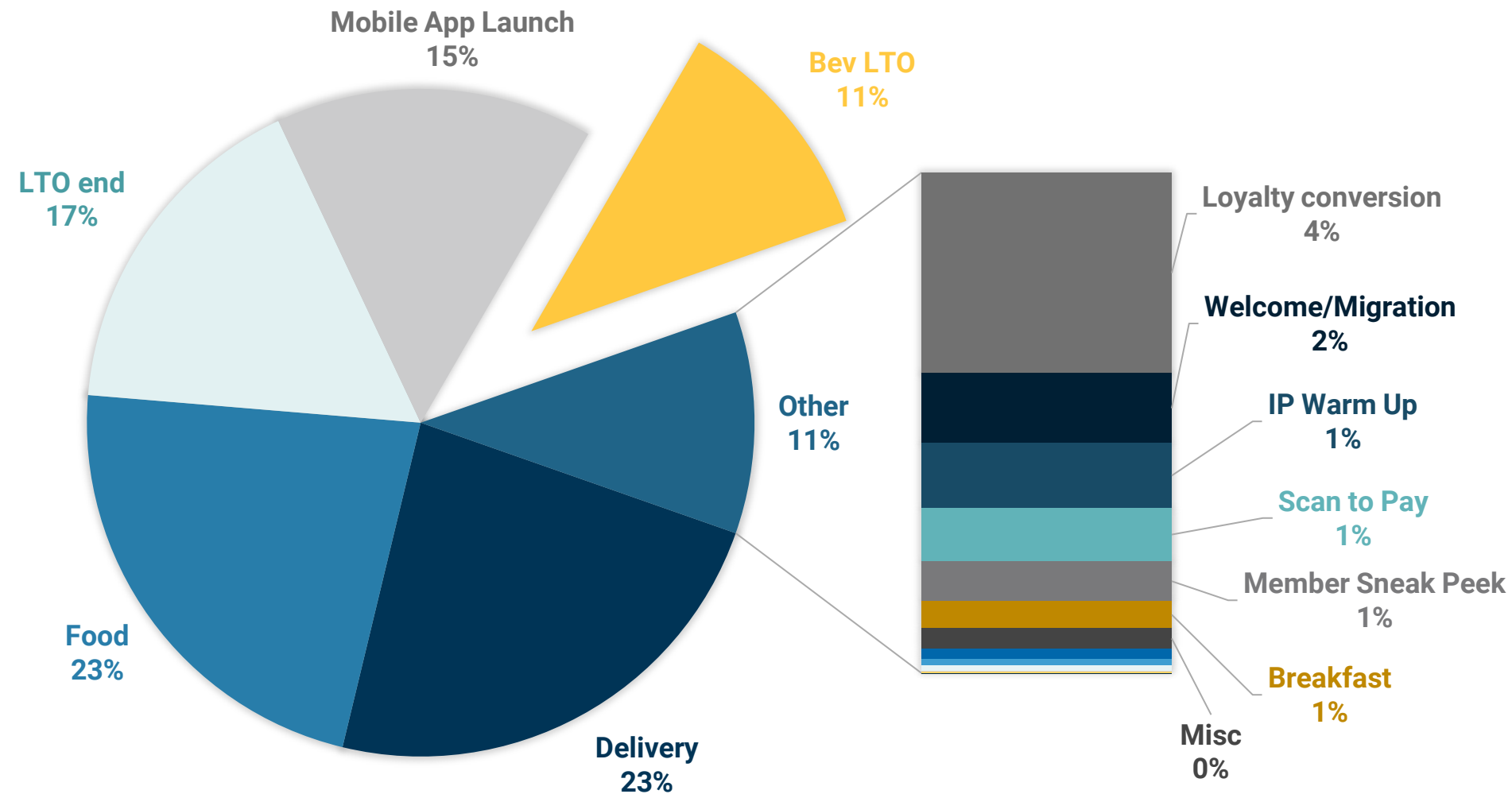
The Communications Balance

What is the right proportion of content types for your brand?



Messaging Weights

Is this the right balance for the brand?



Email Layout Wireframe Testing

Does Your Email Layout Optimize For Your Engagement Goals?

LOYALTY HEADERS

LOGO	BOOK A PARTY	ORDER ONLINE	FIND A LOCATION	REWARDS
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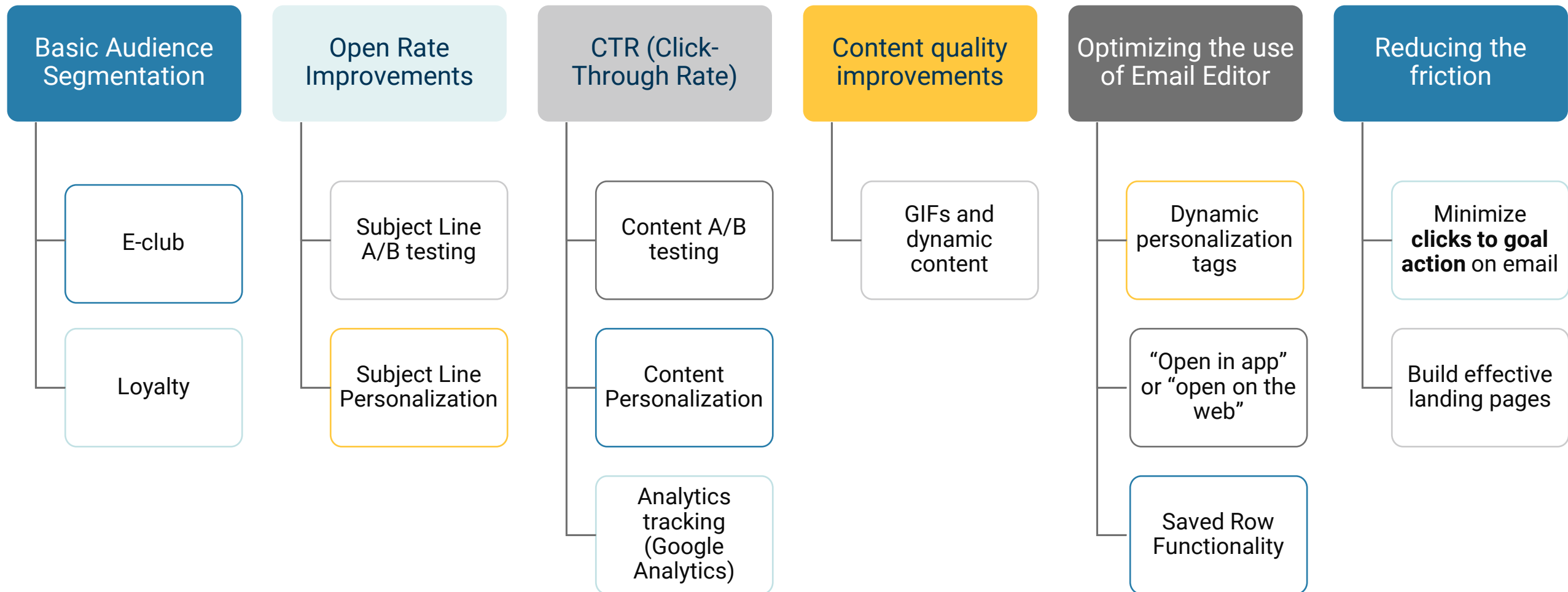
LOGO	BOOK A PARTY	ORDER ONLINE	REWARDS
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LOGO	BOOK A PARTY	TAGLINE
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E-CLUB HEADER

LOGO	BOOK A PARTY	ORDER ONLINE	FIND A LOCATION	JOIN
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CTA Focused Loyalty Strategy



Questions? Reach out.

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Call or Text: 940 230 6793



Olga Lopategui
Founder and Principal Consultant