

2021: Year In Review

OUR TEAM IS GROWING!



Olga Berkovich Lopategui



Yuliya Vel



Katrina Snyder



Axelle Taillat

TOP 2

Loyalty Content We Listened To:



Restaurants Reinvented with Jennifer Kern:

- Redefining Loyalty with Diane Le & Olga Lopategui



Cheetah Digital Signals 21:

- 4 Critical Considerations when talking CDP's

TOP 3

Business/Marketing Books We Read:

R.E.D. Marketing: The Three Ingredients of Leading Brands

by Greg Creed & Ken Muench

Delivering the Digital Restaurant: Your Roadmap to the Future of Food

by Carl Orsbourn & Meredith Sandland

Noise: A Flaw in Human Judgement

by Daniel Kahneman

- 1 LOYALTY & CRM STRATEGY
- 2 DIAGNOSTIC FOR UNDERPERFORMING PROGRAMS
- 3 SEGMENTATION STRATEGY
- 4 CAMPAIGN EXECUTION IN-PLATFORM
- 5 PROGRAM IMPLEMENTATION & MIGRATION
- 6 STRATEGIC MARTECH INTEGRATION FOR CRM SYSTEMS
- 7 MANAGEMENT & TRAINING OF IN-HOUSE PROFESSIONALS

What We Look Forward to in 2022

- 1 MEETING PEOPLE WITHOUT MASKS
- 2 GOING TO THE NATIONAL RESTAURANT ASSOCIATION SHOW IN MAY 2022
- 3 GETTING RECOGNIZED FOR OUR RESTAURANT FOCUSED EMAIL MARKETING EXECUTION

TOP 4

Whitepapers That Are Worth Your Time:



PLATFORMS WE GET TO WORK VERY CLOSELY WITH



RESTAURANT TECHNOLOGY PARTNERS WE GOT TO KNOW THIS YEAR



WE ARE THANKFUL FOR OUR CLIENTS

