

A Great Start to 2022

WHERE WE'VE BEEN



Ghost Kitchen & Virtual Restaurant Conference | Dallas, Texas
Finding, Winning, and Retaining Customers Panel

Panelists: Bob Pascal - Franklin Junction, Zack Oates - Ovation, Bryan Rutcofsky - Marqii



The Marketing Executive Group Conference
Chicago, Illinois



At Punchh HQ with El Pollo Loco
Austin, Texas

- 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 Later This Year

- 1 TEXAS TEMPERATURES TO COOL OFF
- 2 THE FSTECH CONFERENCE IN SEPTEMBER
- 3 RESOLUTION TO THE DATA PRIVACY ISSUES IN CONGRESS

TOP 4

Whitepapers That Are Worth Your Time:



Punchh

How the Digital Experience Drives Customer Loyalty



Hathway + bounteous

Winning High Value Customers



Cheetah Digital

2022 Digital Consumer Trends Index



Paytronix

Optimizing Your Loyalty Program Return

PLATFORMS WE GET TO WORK VERY CLOSELY WITH



WE ARE THANKFUL FOR OUR CLIENTS



RESULTS WE'VE DELIVERED

Case Study 1: Increasing Guest Spend for a Fast Casual Brand



The Challenge:

Increase check for members who spend less than \$15 per visit. (20% below average)



The Offer:

Members were offered \$3 off their next visit when they spend \$16 or more. Offer valid for 7 days.



The Solution:

A three-channel messaging campaign targeting a 30 thousand member test segment, 10% control



Why This Worked:

Why this worked: Members were offered an attractive, flexible incentive, with an achievable spend target stretch.

The Results



Average Check

Gross:

+ 31%

Net:

+ 10%

v. Control:

+ 27%



Net Incremental Sales:

\$14,551

Case Study 2:

Converting E-Club Members to Loyalty for a Casual Dining Brand



The Challenge:

Execute a raffle-style incentive with no purchase necessary rules to ensure compliance and attribution.



The Offer:

E-club members were offered a special coupon code to enter a raffle when they sign up for the loyalty program.



The Solution:

We generated a coupon code for entering the raffle; coupon code entry into the app gifted each guest a 'surprise' bonus offer for 10% off their next visit in the following 7 days.



Why This Worked:

E-club guests were offered a low-friction way to earn an additional benefit. The communication made it very clear how exactly to use the offer.

The Results



Conversions from E-club

+ 35%



Program Sign-Ups:

+ 20%