

DON'T LET DISCOUNTING BE YOUR DEMISE



Are Discounts Impacting Your Bottom Line?

Static discounts and promotions can incentivize consumers in the short term but can quickly lose impact and adversely affect the bottom line.

Customers that receive one general promotion every week over 6 months spend **30% less** in the next 3 months. (Punchh)



Investing in loyalty and growing a loyal guest base was absolutely key for us. Discounting can deliver short-term benefits but it isn't a sustainable long strategy.
- Steve Flanagan, CMO, TGI Fridays UK

Consumers Today Expect Value, Convenience & Personalization

Consumers aren't satisfied with a one-size-fits-all approach

96% of millennials have been enrolled in a restaurant loyalty program at some point, however 59% of them quit restaurant loyalty programs because the rewards "aren't valuable enough." (Software Advice)

74% of customers expect businesses to treat them as individuals, not members of a generic segment (Business Insider)



To succeed, you need to think of your customers as individual entities...
- Peter Fader, Wharton, University of Pennsylvania

What's Needed: Dynamic Loyalty

A dynamic, adaptive marketing approach that focuses on building 1:1 customer relationships

Leverage Technology to Create a Loyal Following

In this customer-driven, highly-connected world, delivering dynamic loyalty requires a robust, customer marketing platform

53% consumers want to engage with their loyalty programs via mobile devices (Bond Loyalty Report Study)

- Engage** and identify customers
- Track** purchases
- Analyze** and segment customers
- Predict** and recommend offers
- Deliver** personalized offers

Gather Insights for Increased Customer Engagement

By capturing every engagement touchpoint, restaurants gain a holistic view of their customers and true measurements of their loyalty to help guide marketing efforts



Deliver Data-driven Offers & Personalized Experiences

Data is imperative to creating the type of dynamic loyalty that can deliver not only metrics, but also the kinds of personalized experiences customers want

- Locations
- Transactions
- Demographics
- Socia Media
- Payments
- Customer Feedback
- Marketing Campaigns

The Punchh Marketing Cloud converts consumers from anonymous to loyalists by providing the tools you need to deliver a personalized, seamless customer experience.

To see a demo, visit punchh.com/contact-us.