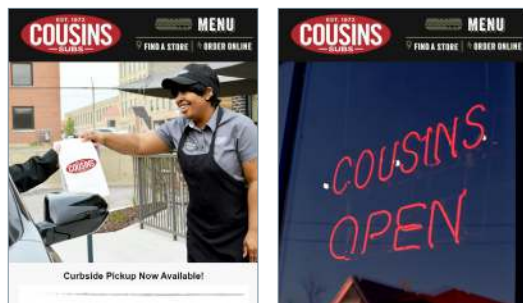


COUSINS SUBS PIVOTS BUSINESS OPERATIONS QUICKLY - GENERATING AWARENESS & SALES THROUGH OMNICHANNEL CAMPAIGNS



- Fast casual, family-owned, sub shop established in 1972
- Serving about 100 locations throughout IL, IN & WI



A well-established staple in WI and the neighboring communities they serve, Cousins' quick decision-making and execution is helping them weather the storm by providing their customers with online ordering, curbside pickup, and delivery options.

Cousins Club loyalty members received multiple messages via email, push, and rich messaging, promoting:

- Free delivery for online orders
- New curbside pickup option
- Referral bonus for a friend purchase

Cousins incentivized eClub members through emails, announcing:

- New curbside pickup option
- Ordering options
- QR code for a FREE sub with the purchase of two subs

Campaigns to their loyalty members and eclub members have helped keep driving business to all their locations.

Read more about how Cousins Subs is making communication and campaigns a priority, as featured in [QSR](#).



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