

SWEET REWARD INCREASES SCHLOTZSKY'S AOV IN APRIL

Schlotzsky's

- A fast-casual restaurant under the FOCUS Brands umbrella
- In business for more than 45 years with more than 340 locations in 27 states today



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This offer was an easy way to drive traffic with a minimal discount. The promotion increased the average check by about \$5 compared to the national check average from the prior month.

JESSICA GUTOWSKI, SCHLOTZSKY'S CRM MANAGER

Schlotzsky's opened in Austin, TX in 1971, offering just one sandwich with 13 ingredients. Their menu has since grown and they now serve up toasted sandwiches, artisan flatbreads, specialty pizzas, freshly tossed salads, gourmet soups and more.

Challenge

In March, amidst daunting circumstances, Schlotzsky's helped Cinnabon another partner under FOCUS Brands. Most Cinnabon locations, which are located in malls, had closed and had excess inventory.

Solution

Looking to inspire guests to increase their check size, Schlotzsky's developed and launched a national campaign promoting \$2 off any Cinnapack from April 6–12. Working from the Punchh Platform they created and delivered customer campaigns through email, push and rich messaging to promote their time-sensitive offer.

Results

“This offer was an easy way to drive traffic with a minimal discount. The promotion increased the average check by about \$5 compared to the national check average from the prior month.” - Jessica Gutowski, Schlotzsky's CRM Manager

A sweet reward for Schlotzsky's and their customers.

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