

Your Mission:

# EXCEED CUSTOMER EXPECTATIONS IN 2021

Consumers' accelerated desire for mobile ordering, contactless payment, curbside pickup and delivery has quickly ignited the digital transformation of many brands.



To keep up with increasingly connected and empowered customers, today's marketers need to achieve heroic feats. It takes technology and teamwork to deliver meaningful loyalty experiences that drive customer engagement and higher lifetime value.

Marketers need a strategic loyalty solution to unleash their superpowers to improve the lives of their targeted customers.

**Punchh has been a true partner. Their platform and expertise helped us quickly create and deliver a data-driven communications strategy that highlighted new omnichannel operations and set up our franchises for hyper-local success.**

Luis Martinez, Director of Marketing Intelligence & CRM, Denny's



## 5 MARKETING SUPERPOWERS TO CREATE LOYALTY SUPERFANS

### AGILITY

#### OPTIMIZE MARKETING EFFORTS

Act promptly to changing industry technology through quick API integrations that expand your brand's ecosystem of connectivity without burdening IT.



### X-RAY VISION

#### UNDERSTAND CUSTOMER PREFERENCES

Gain a 360-degree customer view to deliver compelling data-driven campaigns in real-time.



### FLEXIBILITY

#### DEVELOP 1:1 CONNECTIONS

Easily define where a customer is on their brand journey and transform the reward process to personalize and nurture the relationship.



### TELEPATHY

#### DELIVER AT SCALE

Experience the power of replacing spreadsheets and reports with real-time marketing intelligence automated and driven by AI.

### TRUSTY SIDEKICK

#### MAKE SMARTER DECISIONS

Access best-in-class practices and resources to drive marketing strategies that grow customer acquisitions and retention.



## THE POWER OF LOYALTY

8x

Members who receive relevant offers are 8X more likely to go out of their way to use them.

10x

Successful loyalty program communications can result in a 10x lift in personalization.

40x

Loyal customers spend 40X more on average.

Download the Guide to Unleash Your Marketing Superpowers today at [punchh.com/resource/unleash-your-superpowers/](https://punchh.com/resource/unleash-your-superpowers/)

**About Punchh**

Punchh is the leading loyalty, offers, and engagement platform for restaurants, groceries, retailers, and convenience stores. Over 200 global enterprises in 20 countries, including Yum! Brands, Denny's, TGI Friday's, and Casey's, rely on Punchh to drive revenue through cutting-edge customer loyalty programs.

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