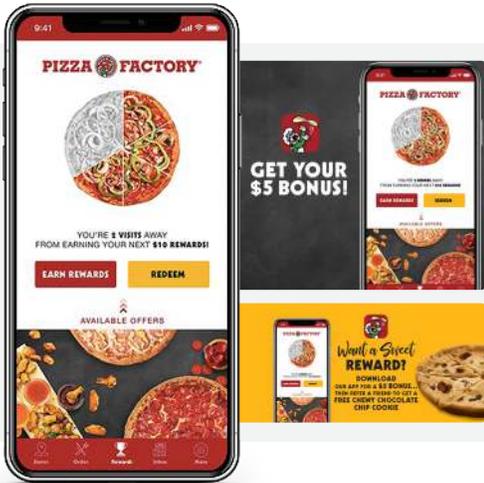


PIZZA FACTORY DRIVES A 182% INCREASE IN LOYALTY SALES YOY



"Punchh helps ensure our loyalty program is successful. From it's introduction two years ago through today, this partnership allows us to create campaigns and product offers based on our goals that deliver a better, more modern customer experience."

MARY KAY HAAS, MARKETING DIRECTOR, PIZZA FACTORY



REWARD PROGRAM

Pizza Factory launched their rewards program with a Punchh powered loyalty app in April 2019.

PARTNER INTEGRATIONS

POS (Speedline) & online ordering (RTO)

CHALLENGE

Encourage guests to utilize online ordering by creating a rewarding mobile loyalty experience. Making it convenient, easy and valuable for members to order in-app, pay and earn and redeem points.

SOLUTION

Create targeted campaigns with fun rewards to encourage app downloads and digital ordering.

RESULTS

182%

Increase in Loyalty Sales YOY

93%

Increase in Loyalty Visits*

79%

Increase in Participation Rate*

Pizza Factory Drives a 182% Increase in Loyalty Sales YOY

For over 30 years, Pizza Factory, which has 100+ locations, has stayed true to its roots, preparing hand-tossed pizzas and striving to make everyone feel as if this is their hometown pizzeria. Understanding their customers lead busy lives, Pizza Factory knew it was time to highlight the ease and convenience of placing an online order through their app without having to sit on the phone or in a busy store.

Wanting to cater to their modern day guests, Pizza Factory leaned into loyalty and created an integrated marketing strategy to drive reward app downloads and participation. Initially a corporate mailer was sent to all their locations with a download the app and get \$5 off your visit reward, which ignited their campaign. They continued to get the word out through organic and paid social news feed posts and targeted banner ads. A reimagined referral program was promoted through giving the referred friend \$5 off their first in-app purchase and the person who referred them receiving a big cookie.

Their campaign made an impact. Earlier this year, Pizza Factory experienced its highest performance in brand history for its Punchh-powered Loyalty App, doubling their YOY sales numbers from 2020-2021. Accompanying the app's record-breaking performance was an increase of 182 percent in Loyalty sales YOY and online sales rising by 75 percent.

Learn more about how to increase your loyalty participation at punchh.com.