

punchh®

BIG GAME

FEAST MODE

EDITION



LOYALTY SALES GROWTH



CONVENIENCE STORE

+67%

CASUAL DINING

+47%

FAST CASUAL

+17.37%

QSR

+7.45%

ONLINE LOYALTY TRANSACTIONS

+2.11%

VS

IN-STORE LOYALTY TRANSACTIONS*

+30.62%

ONLINE LOYALTY SALES

+7.1%

VS

IN-STORE LOYALTY SALES*

+48.28%

BRANDS WERE MORE TARGETED IN THEIR CAMPAIGNS IN 2022

13.3%

MORE OFFERS SENT

14.5%

MORE PERSONALIZATION

47.65%

MORE EMAILS SENT

355%

MORE REDEEMABLE REWARDS

FOODS THAT GAINED THE MOST POPULARITY IN 2022

WINGS

+4.44%

NACHOS

+81.41%

BURRITOS

+48.37%

BREADSTICKS

+6.66%

VEGAN

+38.5%



*Includes curbside sales ** Sources: Punchh Platform