



Identity Resolution

“I need a unified view of my customers and their behaviors”

This client is a Chicago-based restaurant chain best known for their pizza. Their legendary pizzas are made with the freshest and finest ingredients.

Industry: Full Service Restaurant

Annual Unit Volume: \$1.2M

Number of Locations: 80

The Situation

Due to slowing sales growth and a stale loyalty program, this client sought to harness the power of data analytics and predictive mechanisms to drive sales growth and identify potential customers beyond their loyalty and Eclub programs. Unfortunately, the current technology infrastructure kept customer data isolated inside different systems. Every new solution added to the stack only caused more disorder.

How This Impacted the Business

The absence of a unified data platform for guest data led to an inconsistent guest experience across touchpoints. The underutilization of guest relationships for marketing initiatives resulted in missed opportunities for targeted promotions and tailored campaigns that could offset declining revenues and dwindling customer traffic.

Additionally, the brand was struggling to gain a clear understanding of their overall guest behaviors, demographics, and value to the brand. Strategies to drive sales were not data-driven, which led to more tactical, discount-oriented promotions that proved to be difficult to measure.

Partnering for Success

The brand engaged with DataDelivers and our Customer Management Platform (CMP) to enhance their customer data management environment. Data from multiple source systems were integrated with Intellibase, our extensive 3rd party data network, within the CMP. Our Identity Management process is the result of more than 20 years of experience using scattered and fractured information to provide a single view of customer behavior and develop targeted marketing plans that drive traffic and sales. Previously unidentified transactions were linked to the client's existing marketing channels like eClub and Loyalty, and a new Guest Connect channel was developed for identified guests not currently within 1st party data sources. The CMP provides ongoing data management and standardization, ensures data accuracy, consistency, and compatibility across the martech stack. This enabled the brand to unlock the full potential of their data and drive strategic, data-driven decisions to drive optimal results.



Delivering Results

Using the CMP, the client gained 360° profiles of 4 million guests, including unified views of 1.2 million Eclub and loyalty members and 500,000 customers now marketable through Guest Connect. Analytic insights on lifecycle, value, spend and visits over time, activity by location, room, daypart, and weekday, as well as menu affinities were now at their fingertips to support new traffic-driving strategies.

Leveraging the CMP, they have experienced more accurate targeting, leading to improved return on investments across email and digital channels, which has been particularly valuable for their expansion into new markets.

The CMP remains the client's go-to solution for guest analytics, marketing campaigns, and acquisition initiatives— all possible by having a single view of each guest.

Client gained

**360° view of
4 million guests**

**Increased ROI
of over \$3M**



Let DataDelivers help provide a single view of your customers' behaviors!