data delivers

Omnichannel Marketing

"I need to market to customers across different channels"

The original casual dining bar and grill offering authentic American food and legendary drinks.

Industry: Casual Restaurant

Annual Unit Volume: $3.0M

Number of Locations: 300+

The Situation

This client faced challenges due to the lack of a centralized data environment, including fragmented customer data scattered across various systems, hindering access to valuable customer insights. This divided approach limited their ability to understand customers comprehensively. Additionally, the absence of a unified data platform led to an inconsistent guest experience across touchpoints, impacting their ability to provide personalized experiences. Moreover, the underutilization of guest relationships for marketing initiatives resulted in missed opportunities to drive customer behaviors.

How This Impacted the Business

The lack of knowledge about their entire relationship with their customers across touchpoints negatively impacted the client's ability to implement effective marketing strategies and maximize customer value across all channels. Without a centralized data environment, the client struggled to gain insights into their customer base, their behaviors, and their preferences, holding them back from personalizing marketing efforts and engaging with customers more effectively.

Email   Loyalty   Digital Ads

Partnering for Success

Gaining a single view of their guests across all marketing systems was the first step to developing an omnichannel marketing program. The implementation of DataDelivers' Customer Management Platform consolidated all customer data touchpoints, empowering the client to understand guest behaviors across various channels, including in restaurant, Loyalty and Online Ordering.

With a centralized tool, the client gained visibility into their data, enabling segmentation based on customer lifecycle, frequency, and return rate tied to specific menu items. Additionally, DataDelivers enhanced the customer data by integrating Intellibase data, identifying a vast pool of 11 million unique guests. This comprehensive customer data allowed the client to make data-driven decisions, execute personalized marketing strategies, and optimize their overall customer engagement efforts, resulting in improved business performance and customer satisfaction.

Delivering Results

During the first year of utilizing the CMP, the brand executed over 300 omnichannel campaigns to more than 3,000,000 guests, comprising of over 320 million messages. These campaigns generated over $6.6M in incremental revenue.

The integration of the campaign automation and close loop reporting with the client's execution partners further streamlined their marketing efforts, ensuring efficient and effective communication with guests without additional marketing staff. Custom reports were developed for their loyalty program, offering valued members a quick and comprehensive view of their rewards points balance based on recency and overall activity. This enhanced visibility allowed customers to better understand their rewards and incentivized continued engagement with the brand both in restaurant and online.

⬆ **$6.6M**

Overall, the results achieved through DataDelivers' CMP solution have contributed significantly to their growth and success, driving incremental revenue, and fostering stronger connections with their valued customers through omnichannel marketing initiatives.

Let DataDelivers help you target customers across email, web, and mobile channels!