

### **They'll Be Glad to Hear from You**

Email keeps you connected to your guests. The ability to create specific promotions for targeted guests gives you a precision marketing tool. Paytronix email solutions offer you the added convenience of direct integration to your loyalty program and your POS system. This linkage makes it faster and easier to create targeted promotions and to measure their efficacy with the ultimate success metric: Eat-Thru<sup>SM</sup> rates.

### **The Importance of Email**

Email gives you a direct, cost-effective communication channel to your guests. You can leverage email to stay connected to your guests and to stoke their interest in visiting your restaurants. For instance, loyalty programs excel when members are engaged. Email gives you an efficient way to make regular connections with your members and to encourage them to dine at your restaurants.

Email delivers on the promise of segmentation and target marketing to make every connection count. Unlike the "one-size fits all" approach of mass marketing, email gives you the agility to create specific promotions designed to appeal to targeted guests. You obtain higher response rates that generate enviable financial returns.

Paytronix email provides restaurants an additional, powerful advantage: Eat-Thru<sup>SM</sup> results tracking. Where most email providers emphasize click-through rates or email open rates, Paytronix goes further. We know you want to see whether your promotions were successful, so we enable you to measure bottom line results and answer the question: How much incremental guest spending did the promotion produce?

Paytronix's unique integration throughout the promotion process makes this possible. Beginning with the meaningful guest segmentation you need to create targeted promotions, Paytronix then folds this guest information into your POS system to ensure smooth redemption execution. Finally, detailed reporting enables you to measure the impact of the promotion on your guests' buying behaviors.

In all, Paytronix email gives you an end-to-end advantage to create and execute successful, targeted promotions ... far more than just message delivery.

### **Effective Email Boosts your Business**

Email provides valuable flexibility to engage your guests. Faster and more targeted than traditional marketing approaches, email lets you send specific offers to selected guests ... and to generate an outstanding financial return.

The Paytronix advantage of email / loyalty program integration gives you the added flexibility to run various types of email promotions. For instance, you can quickly produce effective email promotions for new product introductions, events, or special offers. In addition, Paytronix can enable you to create guest-specific events, like special birthday offers. You might even provide a guest-specific email notice for your loyalty program members as they approach a reward threshold.

Executing targeted email promotions (instead of broadcast promotions) is evident by the financial return. Reaching specific guests with relevant offers delivers results: response rates jump, but more important, buying activity rises. Email is effective and saves you money. You motivate spending in the targeted guest segments without wasting money appealing to uninterested guests or subsidizing guests who would buy anyway. Email promotions make your marketing dollar go farther and consistently generate incremental spending that far exceeds the costs.

Two common types of email programs work particularly well: “blasts” and “planned” email programs. Blasts are periodic email promotions sent to specific guest segments to announce new product introductions or special offers. They engage your guests engaged and help maintain their loyalty.

Planned email promotions identify guests meeting a defined criteria. For example, a birthday promotion. Guests with an upcoming birthday will receive an email with an invitation to come in and receive a special discount. Similarly, sending guests an email notice when they are approaching a reward threshold can shorten the time to their next visit.

There are many ways to profitably engage your guests with email promotions.

### **Making Email Work For Your Restaurants**

Communicating with guests via email is an essential part of any successful loyalty program. Email lets you connect with your guests and keeps them excited about visiting your restaurants.

Paytronix’s unique link between email to your loyalty program offers two distinct advantages. First, we enable targeted guest segmentation to ensure your promotions resonate with the selected audience. Relevant promotions produce better response rates and provide a higher

ROI. Secondly, our integrated results tracking allows you to measure the real impact of your promotions -- the Eat-Thru<sup>SM</sup> rate.

### **The following description illustrates how Paytronix partners with you to create effective email promotions.**

**The Creative Process.** You direct the creative process with complete freedom. Design email messages that best reflect your brand and present your offer in the most compelling way. We don't impose our own restrictive templates or add distracting advertising to your email messages. You have the flexibility to create a message that will resonate with your guests. Simply provide us with an html file ready for distribution.

**Selecting the Target Audience.** Paytronix facilitates the detailed guest segmentation you need to develop successful promotions. You decide who to target with the promotion and Paytronix takes care of the rest. We directly tap your loyalty program information to quickly identify the appropriate guests and then seamlessly extract the data to populate the email. No need to coordinate messy data manipulation and translation among multiple parties. Paytronix makes meaningful segmentation fast and worry-free.

**Delivery to Your Specifications.** Paytronix knows it takes a lot of coordination to deliver a successful promotion. We allow you to balance your workload; you have the flexibility to setup an email promotion in advance and to schedule the "go live" date after all of the other pieces are in place and ready to go. Our email solutions are spam compliant and are tuned for spam filter optimization to maximize delivery rates.

**Integrated Execution.** The seamless link between email and your POS system differentiates Paytronix. We pre-configure the redemption parameters to enable your staff to readily process the promotion so they can provide your guests a delightful experience without missing a beat.

**Tracking the Results.** Paytronix allows you to track results and measure the success of your promotions. In a convenient single view, you can see open rates, opt-out rates, and expiration rates. More important, Paytronix allows you to follow the impact of your promotion all the way to Eat-Thru<sup>SM</sup>. Through integration with your POS system, you can link the promotion to actual guest activity.

To learn more about making email work for your restaurants, contact us.