

Boost Loyalty Program Results with the Paytronix Campaign Tool

Enhance your loyalty program performance with one-to-one marketing techniques. Benefit from a comprehensive toolkit that enables you to identify and target member segments by their unique characteristics, send them relevant promotional offers, and then track the results. It's effective and profitable.

Loyalty Improvement Series

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The number one reason restaurants establish a loyalty program is to regularly engage their members in ways that drive additional visits and increase profitability. However, effective execution stands as a common obstacle. How do you deliver specific messages that resonate with defined, receptive members and prompt spending?

Don't Rely on Blind Luck

Every restaurant group strives to extract maximum value from their loyalty program. Successful restaurants augment their core loyalty program with layered programs and promotions that strengthen their connection with members and drive sustained activity. Profitably generating value involves segmentation (knowing your members), relevant messaging (engaging them), and analysis to optimize future campaigns (maximizing results).



Segmentation. Your member information presents tremendous potential to build authentic connections and to cement member loyalty. Yet many fail to meaningfully segment their members and treat everyone the same. They forfeit the opportunity to create targeted campaigns that will truly appeal to members, motivate incremental visits, and earn superior financial returns. Profitable, winning campaigns require meaningful segmentation.

Relevant Messaging. You want to frequently communicate with members to ensure your restaurants are always top of mind. Unless your message resonates, you risk alienating loyal guests. Targeted one-to-one marketing identifies the unique characteristics of specific member segments and provides motivating incentives aligned with their inclinations. The member recognizes the relevance and rewards the restaurant with his/her ongoing purchases. Relevance solidifies loyalty by appealing to what matters to members. Generic campaigns can't do that.

Analysis & Learning. Generating sustained financial success means understanding the performance of your loyalty program and the campaigns you run. Effective analysis tools display campaign results and reveal new insights into member behaviors.

Do you know if an offer resonated with members? Did the campaign impact spending behaviors? What did you learn to make future campaigns more successful? Guessing is not the answer.

Hit Your Target with One-to-One Marketing

The Paytronix Campaign Tool delivers the power of one-to-one marketing to improve your loyalty program performance. More than direct mail or email marketing, the Campaign Tool provides a complete package to identify specific guest behaviors, create targeted campaigns, and then measure success all the way to the Eat-ThruSM results. In all, the Campaign Tool allows you to design and run campaigns to optimize the financial benefits of your loyalty program.

How the Paytronix Campaign Tools Works for You

The Paytronix Campaign Tool gives you a powerful online platform for creating, running, and analyzing your loyalty program campaigns. An asset in any marketers' toolbox, the Campaign Tool enables you to efficiently and effectively define unique member segments to target with relevant messages and incentives. You control the campaign execution with the freedom to design compelling communications and convenient redemption processes. The reporting capabilities provide visibility into the impact of your campaigns all the way to Eat-ThruSM rate. The following overview walks you through the process step by step.

The Paytronix Campaign Tool

Step 1: Identify Target Guest Segments.

Using the Paytronix Campaign Tool, identify distinct guest segments based on captured demographic information, purchase behaviors, and/or other preferences. Example guest segments might include:

Loyal Members: Those that have visited at least 5 times during the past 30 days and have spent more than \$50.

Infrequent Members: Those who have visited between 1 and 3 times in the last 90 days.

Lapsed Members: Those who have not visited in the last 90 days.

Step 2: Create a Special Offer.

Create relevant offers to motivate and reward particular guest segments. You know the group's buying behaviors, provide them with a reward they will appreciate or give them an incentive to extend their purchases at your restaurants. Make redemption easy by placing the reward on their membership card.

Step 3: Communicate the Offer.

Send the offer to your guests via email. Email gives you a reliable, cost effective way to reach your guests. Email also enables timely reminders. Paytronix email lets you track open rates, opt-outs, and other email-related information. Plus, the Paytronix Campaign Tool gives you the unique advantage of tracking Eat-ThruSM rates that lets you measure the actual efficacy of your campaign.

The Paytronix Campaign Tool gives you the power to filter actual guest behavior to find relevant segments and deliver motivating incentives.

Step 4: Expire Automatically.

Designate an appropriate redemption period for your campaign. For example, a birthday campaign might permit redemption during the entire month of the guest's birthday while other campaigns might feature offers that expire after a week. Once specified, the Campaign Tool automatically enables the start and expiration of the offer.

Step 5: Track the Results.

Paytronix's reporting tools allow you to monitor your campaigns and analyze the results – did the targeted members visit your restaurants and did they redeem the offer? You'll learn what best motivates your key guest segments then apply those insights into creating successful future campaigns.

Step 6: "Set It and Forget It!"

Some campaigns run continually. A birthday campaign, for instance, runs weekly or monthly. The Campaign Tool can automatically run on a pre-determined schedule. For these types of campaigns, simply setup your campaign, and let Paytronix handle the rest.

Enhancing Your Loyalty Program with the Campaign Tool

The Paytronix Campaign Tool adds power to your core loyalty program by enabling layered campaigns that strengthen your connection with members and build sustained activity.

Enable the Power of Segmentation.

Segmentation differentiates the most successful loyalty programs. Although vital, marketers often abandon segmentation efforts in frustration caused by the complexity of extracting and parsing information from multiple data sources. With membership names and information stored in a database separate from transaction information, retrieving, aligning, and cleaning the data demands considerable effort.

The Paytronix Campaign Tool provides efficient access to key member information. You gain ability to filter demographic and transactional information to find meaningful, relevant member segments. This perspective into actual member spending behavior will enable you to uncover motivating incentives and design messages and rewards that resonate with particular segments.

Measuring the direct effect on your members' spending behavior will reveal salient insights to sharpen your future campaigns and increase the financial return from your loyalty program.

Efficiently Communicate and Reward Members.

A cornerstone of success, the Campaign Tool enables rich, targeted interactions with your guests. Integrated email allows you to combine compelling messages with seamless redemption. Traditional direct mail or email programs just can't match the power and convenience of the Paytronix technology.

This highly efficient message-and-reward combination holds clear advantages over traditional direct mail. Direct mail is expensive and requires long lead times for printing and delivery. Plus, to redeem paper coupons, the guest must clip and bring a coupon for your staff to read, inspect, and then process. This laborious process contrasts with card-based rewards where your staff just swipes the member's card and a message appears on the POS.

Email-only programs that indiscriminately blast coupons also fail to motivate advantageous buying behaviors. General, trite messages marginalize your brand and blunt the impact of your communication. Universally appealing rewards bloat costs and the difficulty tracking responses makes learning problematic. By comparison, the Campaign Tool gives you the flexibility to send member groups specific messages with targeted incentives. Electronic tracking enables ready analysis to measure the impact of the campaign so you can continuously learn what best resonates with each unique member segment.

Reduce Staff Burden and Streamline Execution.

The Paytronix Campaign Tool allows you to run a wave of targeted campaigns without overwhelming your staff. A powerful execution engine drives the Campaign Tool and automatically runs your campaigns without intervention from you or your staff. Just setup the campaign and then our recurring schedule capability takes over. The campaign scheduler will make sure that the campaign runs at your predetermined time each week/month without your continued effort or time.

When the campaign expires, unused rewards are systematically removed from guest accounts – ending your accounting liability for the campaign. This automatic expiration can be set during the initial campaign setup or adjusted at any time. When the designated expiration date arrives, unused rewards will be seamlessly removed.

Segmentation Top 10

Segmentation depends on your type of restaurant, the information you collect, and your objectives. Common categories include:

1. **Visits.** Encourage incremental visits with a visit challenge or double-points offer.
2. **Last Activity.** Retain members with "We Miss You" campaigns.
3. **Enrollment Store.** Inform members of store-specific events.
4. **Date of Birth.** Run popular birthday campaigns.
5. **Rewards Tier.** Extend privileges to top tier members.
6. **Gender & Demographics.** Identify salient groups and launch targeted programs (e.g., Seniors).
7. **Total Dollars Spent.** Reach out to engage top spenders.
8. **Mailing Address & Area Code.** Notify members of special local events.
9. **Point Balance.** Run "Almost There" campaigns to encourage a member to reach a reward.
10. **Customized Lists.** Reach specific members for contests, surveys, etc.

A Toolbox With Multiple Reward Types

The best loyalty programs leverage a range of different reward types – each with distinct advantages. The Paytronix Campaign Tool accommodates multiple reward options so you can choose which will resonate best with your members and help you attain your objectives.

Email Coupon: Quick to produce, fast and easy to distribute to members. Can become viral which is great if you aim for wide distribution; forwarding and/or printing multiple times may balloon costs.

On-Card Rewards: Enables you to offer specific rewards to target segments. On-card rewards offer a convenient redemption process (simply swipe a member's card) and electronic tracking for ready reporting.

Earned Rewards: Rewards provided *after* a member demonstrates loyal buying behaviors. For example, a visit challenge or double-points promotion offers members benefits after making qualified purchases.

See Your Results.

Ultimately, you want to see and describe the results of your loyalty program. With the Campaign Tool, you can measure the success of your campaigns with the metric that matters: Eat-ThruSM rate.

Simply choose from the online list of your campaigns, and with a single click, you will see a summary of efficacy. In a glance, you will see which members had been targeted in the campaign and determine how many came into your restaurants and redeemed the offer. Before-and-after analysis allows you to see how the campaign influenced guest behavior. Further examination permits a view to the individual guest level.

You can measure the results of continuously running campaigns, too. For example, a Birthday Campaign will send offers each week to a new set of guests. The Campaign Tool makes it easy to track the efficacy of recurring campaigns over time. Reports can be run on a specific campaign occurrence to track the impact.

Start Enhancing Your Loyalty Program

All restaurants aim to maximize the value of their loyalty programs. Those that hit the mark, run campaigns that leverage the one-to-one marketing techniques found in the Campaign Tool: segmentation, relevance, and analysis.

To learn more about improving your loyalty program results, contact us.



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The Loyalty Improvement Series

Loyalty Promotions Comp Cards Product On a Card Reward Yourself
Shifting from Mass Media Choosing the Right Loyalty Program Campaign Tool