

Loyalty Promotions That Work for Your Restaurants

The best loyalty promotions target and excite your guests with the value reflected in your brand. However, crafting unique campaigns leads to complexity. Learn how Paytronix allows you to create solutions tailored to your restaurants that are effective and operationally efficient.

Loyalty Improvement Series

PAYTRONIX
systems, inc.

Loyalty Promotions: The Promise ... and the Complexity

A loyalty promotion is a campaign layered on top of your existing loyalty program. Promotions excite your guests, encourage their patronage, and build their loyalty to your restaurants. Some promotions are simply recurring events, like a birthday campaign. Others may be more situation-driven, such as a promotion to stimulate visits during a typically slow time of year.

By engaging your guests with creative promotions, you renew their enthusiasm for your restaurants. Promotions like visit challenges, contests, and limited time offers can significantly boost your business during slow periods and keep guests coming back again and again.

The best campaigns are designed to excite your guests and produce superior financial results for you.

Infinite Possibilities

Promotion campaigns will generate optimum results when they fit the character of *your* restaurants and are created to appeal to *your* guests.

When we run a double points promotion, we see a double digit improvement in all key customer measures.

*Jill Lawrence
Marketing
Cosi, Inc.*

targeted guest. Taken together, the possible promotion permutations are limitless.

Most loyalty promotion campaigns originate from one of several different categories. (Popular campaign categories are listed to the right.) Using these categories, a campaign is designed to target a specific guest segment, incorporating compelling themes or promotions that are consistent with your restaurant's brand and that will resonate with the



Engage your guests with promotions that highlight the unique features of your restaurants. Design creative campaigns that will keep them excited about your menu and reward them for their loyalty.

Successful promotions typically arise from the following core categories:

LIMITED-TIME OFFERS (LTOs): These are generally used to introduce new menu selections or to increase guest visit frequency by offering a free item or a special discount.

VISIT CHALLENGES: Guests receive bonus offers for visiting X times during a set period of time.

WE MISS YOU: Reach out to guests who haven't visited in a while.

CONTESTS: Common for new store openings where guests receive a special benefit on opening day. These are also effective for awarding benefits to drawing winners (e.g., a year of free X).

DOUBLE POINTS: These promotions are often designed to spur visits during slower times (e.g., Tuesdays, summer).

BIRTHDAY PROMOTIONS: Special offers are extended to wish members a happy birthday.

Taxing Complexity

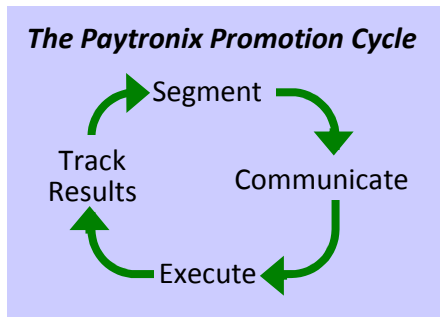
Managing various loyalty promotions can be complex, time-consuming – and costly. Even the intended benefits of popular campaigns can be wiped out by inefficient administration and accounting headaches.

Ironically, the flexibility that makes loyalty promotion campaigns a hit with your guests may actually prevent you from capturing the value that your promotions create.

For example, even a relatively simple birthday promotion requires significant coordination. You need to send your guests an enticing, well-timed offer, provide a convenient redemption process at your restaurants, and accurately account for these special transactions within your financial system.

Paytronix Delivers Robust Loyalty Promotion Solutions

Paytronix offers a full range of card-based loyalty promotion solutions that are flexible, quick to implement, and easy to manage.



Our solutions help you increase sales by creating targeted campaigns that leverage our industry-leading innovations to stimulate incremental guest spending and improve customer satisfaction.

Plus, our easy-to-use reporting features enable you to readily track your program results and gain timely insights into your guests' behaviors so you can continually improve the success rate of your campaigns.

Find the Best Promotional Opportunities for Your Restaurants

Paytronix gives you the tools to analyze your guests' behavior, uncover unique loyalty opportunities, and create promotions to stimulate activity among targeted guest segments. For example:

- Visit Challenge: Challenge guests who visit twice a month to visit four times.
- Limited-Time Offer: Provide an incentive for guests to try new menu items.
- New Store Opening: Find guests in a particular Zip code and invite them to visit your new location.

Leverage Industry-Leading Innovation to Make Complex Promotions Easy

- Our unique "**Wallet Technology**" allows you to handle complex promotions with ease. Run a Limited-Time Offer and, with the purchase of a special item, your guests will automatically earn more points or receive a free item.
- The **Campaign Manager** enables you to create campaigns once and then automatically manage a series of events based on a pre-set schedule – which is excellent for birthday campaigns.
- The **Auto-Expiration** feature relieves you of the administrative hassle of changing your systems after a promotion ends.
- Run "**Real-Time Rule**" promotions that reward your guests on the spot. Provide your guests with instant gratification!

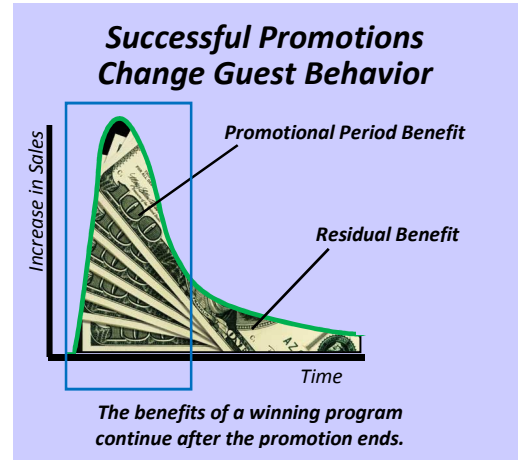
We could not be more pleased with the promotions we have been running with Paytronix. These promotions have helped to turn a typically slow time of the year into an exciting time for our guests. With Paytronix, we have found a formula that works – LTO promotions that boost our visit rate and have a strong, positive ROI.

*Karri Benishek
Sr. Director of Marketing
Max and Erma's*

Measure Your Success and Maximize Your Return

With Paytronix, you will learn which loyalty promotions produce the best results so you can run campaigns that produce the highest financial return.

- See the impact that your promotion has on the targeted guests versus a control group.
- Understand the effectiveness of your programs with metrics tied to your promotion objectives. For example:
 - Quickly learn if your new menu item is a hit.
 - Measure the increasing frequency of guest visits.
- Recognize the long-term benefits of your campaigns and realize the advantages of expanding the enrollment in your loyalty membership programs.



How Paytronix Transforms Your Loyalty Programs

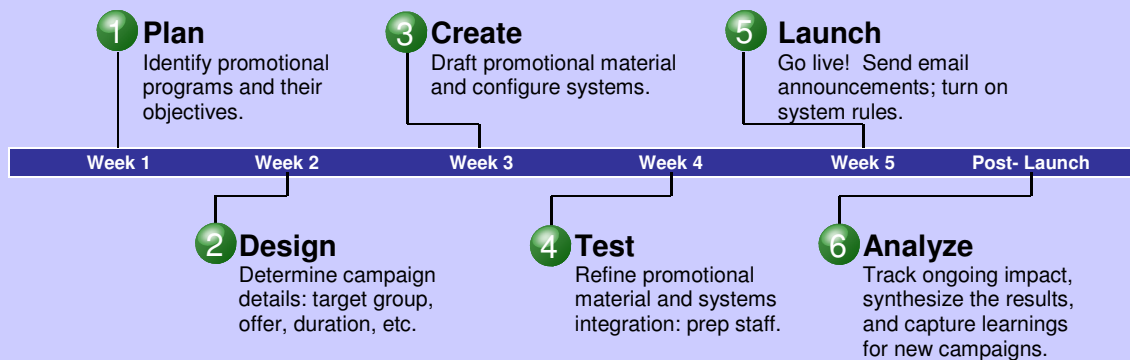
Paytronix works with you through the full **promotion development process** to ensure that your loyalty programs deliver optimum results. Our powerful, innovative systems give you the flexibility you want while delivering the accuracy and the quality you demand. Successful campaigns *profitably* motivate your guests without creating an undue financial burden.

Paytronix is a great partner in helping us come up with effective promotions. Together, we crafted an instant wins promotion that was well received and easy to execute.

Mike Curtis
Vice President
Gordon Biersch Restaurant Group

The Paytronix Promotion Development Process

Step by step, Paytronix works with you to create and execute targeted campaigns designed to meet your specific marketing goals. Initial campaigns may take four weeks from inception to launch. Following a thorough process engenders success.



Accelerate to the Fast Track

Increase Responsiveness and Accelerate Time to Launch

As we strengthen our working relationship, the time to launch can be compressed into days, allowing you to quickly respond to opportunities as they arise.

The capability to swiftly launch robust, successful campaigns gives you a powerful competitive advantage.

Fast Track Schedule*

Day -7	Set promotional outline: who, what, when.
Day -5	Get creative material sign-off.
Day -3	Finalize testing and approval.
Day -1	Send email announcement.
Day 0	Launch!
Day 1+	Conduct tracking and analysis.

**This is an illustration of past results; actual schedules will vary.*

A well-executed loyalty promotion campaign delivers a financially rewarding return to you while providing your guests value, convenience, and a great experience during their visit.

To learn more about improving the results of your loyalty promotion campaigns, contact us.

**Read more Loyalty Improvement Series
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www.paytronix.com**

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Comp Cards
Product On a Card
Reward Yourself
Shifting from Mass Media
Choosing the Right Loyalty Program
Campaign Tool
Enrollment and Registration
Free or Fee-Based Membership
Building Your Loyalty Program ROI*

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