National Coney Island has a longstanding partnership with Paytronix, which powers the Coney-dog retailer’s order, delivery, and customer loyalty programs. In 2021, the All-American classics food chain needed a tech-first solution to increase online orders, especially since many stores were low on staff.

Online orders mean less in-store lines, without sacrificing a great customer experience. By taking a look at the most-ordered menu items, Paytronix generated a new menu that was shown to customers ordering through the mobile app, coupled with a $5-off coupon.

After randomized customer testing between the classic menu and the new one, the results were clear. Guests who saw the new menu could quickly and easily find the item to satisfy their craving — whether it’s a Coney dog, a Sanders sundae, or breakfast for dinner — and would order more often than those who viewed the classic menu.
As a result of the menu test, National Coney Island saw an ROI 27x the cost of the reward. Here's a breakdown:

**Coney by the Numbers**

As a result of the menu test, National Coney Island saw an ROI 27x the cost of the reward. Here's a breakdown:

- **19.4%**
  - Online Order Lift

- **9.8%**
  - Overall Visit Lift

- **14.1%**
  - Overall Spend Lift

An additional $300 per store each month

An additional 13 orders per store per month

**Doggone Good!**

“Maintaining a successful loyalty program without a marketing team is possible with thoughtful execution strategies.”

Brian Buck, Director of Information Technology
National Coney Island