

## 1. Know your users

Profile mobile users by **combining relevant data** like age, gender, last purchase date, tastes and interests **with their geographical location**, to plan even more effective marketing campaigns according to different targets.



## 4. Listen to your users

**Collect data** on the experience of your users in the most relevant moment using the feedback feature. The insights gained can be used to **improve your offer and promote your products and services in a more memorable, functional and personalized way**.



## 2. Personal food experience

Differentiate your brand by **adopting a customer centric approach**, with the objective of combining the mobile oriented habits of the consumers with their interest in **customized and exciting food experiences**. Exploit the functionalities of proximity to communicate daily offers in real-time directly on their smartphones, strictly based on their preferences or dietary requirements at the right moment, **making them feel you know what they like**.



## 5. Your world, in one Platform

**Optimize the management** of all your campaigns by planning different strategies for different markets, **diversifying contents and languages** of each campaign **in a simple way directly through a single platform**.



## 3. Evolve your business

Plan a **new winning loyalty strategy** to gain new customers and retain those you already have across all restaurant chains. Use geo-behavioral data derived from the app to plan price differentiation strategies for lull periods, proposing the right offer to clients who are habitually close to your restaurant in that crucial time frame, **simplifying their decision to choose your place**.



## 6. Track your campaign results

Analyze the effectiveness of your strategies by **monitoring your campaigns performance considering the characteristics of your users and their location**. Check how many users have been reached through the app, visualize the results through user-friendly and powerful analytics tools and export the information with the added benefit of gaining geo behavioural data to plot further initiatives.

