

Solution Brief

Unified Offers

A smiling woman with curly hair, wearing a striped shirt and an apron, is working behind a counter in what appears to be a cafe or bakery. She is holding a small object, possibly a cookie, towards the camera. The background is softly blurred, showing shelves with various items and warm, ambient lighting.

Deliver an offer your
customers can't refuse

mobivity

The Challenge

The foodservice industry has a long tradition of relying on weekly coupons to drive traffic into stores. To an extent, it works, but the challenge is measuring how well it works. How do you know which promotions are really driving traffic? And how do you know which ones are profitable and which might actually be losing money?

Offer fraud is a real thing, and if you don't have the visibility to know how much a particular offer is being redeemed, you might be making some bad assumptions on the impact to your business.

And how are you managing all of those offers and promotions? If you've got dozens, hundreds, or thousands of stores, you know how time consuming it is to set up, run, and retire thousands of offers across your business every year. If that weren't enough, the problem is only getting worse as you cook up more offers for a growing mix of traditional and new digital channels.



Adding to that is the inability for most brands to measure a promotion's effectiveness. Sure, you're excited about the amount of redemptions and the uptick in traffic, but how many of those guests would have made a purchase anyway? Was it necessary to send a BOGO offer when a simple upgrade offer would have done the job? And how do you know when offer abuse is eating into your margins more than you expected?

All of this uncertainty can give even the most experienced brand marketers a bit of, well, heartburn. Not knowing which campaigns are working and which aren't is like running a pizza joint with a toaster oven. It's just not that effective and probably costing you more money than you know.

The Solution

Working with some of the most innovative brands on the planet has given us a clear view into how to solve these problems. Specifically designed for foodservice brands like yours, Mobivity's Unified Offers will help you manage the thousands and millions of offers and promotions you want to run every year and give you the power to know which ones work and which don't.

With easy integration with your online ordering and POS system, you'll be able to see which offers are literally driving people into your stores, how often they come in, and what they spend. That's because our AI-powered Perfect Attribution™ and Return on Marketing Spend (ROMS™) technology gives you insight on which offers should be supersized and which should be trashed like day-old hot dogs.

This type of guest intelligence enables you to send highly targeted offers based on prior redemptions, purchase history, and guest preferences. Mobivity's unique Predictive Offers™ technology uses artificial intelligence powered by 10 billion restaurant POS transactions and 50 million redemptions to provide the visibility into which promotions will drive the desired guest behavior.

Streamline the creation, management, and multi-channel distribution of every promotion and offer from a central dashboard.

On top of that, our patented fraud protection technology spells the end to offer fraud. Single-use and limited-time offers mean exactly that, so you won't have to worry about employees abusing coupons for every friend that walks in. And with real-time monitoring of your campaigns, you can pause and inspect those that aren't performing, as well as those that might be overworking your pass stations.

No other solution gives you the ability to manage and personalize offers like this at scale with the insight to optimize every multi-channel campaign. Isn't it time you baked a little more intelligence into your multi-channel campaigns?

Send highly-targeted offers based on guest preferences, offer redemption, and purchase history.

72%

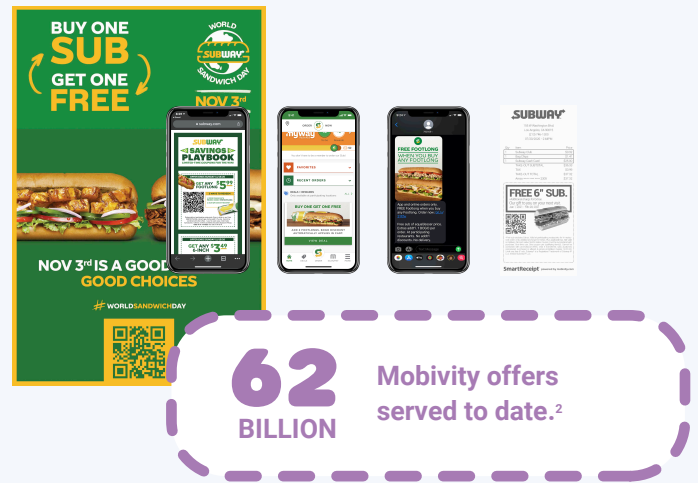
Customers who only engage with personalized marketing messages¹

Manage the millions of offers and promotions across your brand

We know how important it is to share news and promotions with your guests to build stronger relationships. That means boosting your visibility on more channels, which can add up to thousands or millions of unique offers every week. Unified Offers can simplify and manage every aspect of your program and keep it running like a finely tuned makeline.



Average conversion rate increase from using profile and behavioral data to segment an audience³



Know which offers are driving the guest behavior you want

Measuring the success of most promotions and offers has always been a challenge. At best, you can calculate how much an offer is being redeemed, but wouldn't it be great to know whether your offers are actually driving incremental guest frequency and spend and not cannibalizing existing sales? Unified Offers can help by measuring which promotions are worth their salt and which are just, well, salty. It's time to stop guessing and start knowing.

Personalize offers to build a strong brand connection with guests

By combining Mobivity's Perfect Attribution™ with AI-powered intelligence from 10 billion POS transactions and 50 million offer redemptions, you'll have the insight to serve up personalized offers that are proven to drive more loyalty, repeat guest visits, and higher average spend.

Prevent offer fraud and misuse

With our patented fraud protection technology, you can finally put a stop to offer fraud and abuse. Single-use and limited-use offers mean exactly that, so you won't have to worry about an employee accidentally ringing up the wrong discount or buying votes for his student body campaign by scanning the BOGO coupon under the counter for every classmate that comes in.

Optimize your marketing channel mix

With the growing mix of traditional and new digital marketing channels your brand is using, how do you know which ones are cutting the mustard? We can help you measure and compare how every offer is converting across every channel, so you'll have the insight to know exactly which ones are bringing home the bacon and which ones are all sizzle and no meat.

A platform to centralize and manage the tens of millions of unique offer codes across the enterprise

Intelligent

AI-powered Predictive Offers™ technology guides you on you on which offers will drive the desired guest behavior.

Extensible

Designed with open APIs to easily integrate into your existing technology stack.

Restaurant-Proven

Industry-inspired patents and over 15 years of experience with the world's largest restaurant brands.

Multi-Tenant

Purpose-built to support centralized management and reporting of unified guest wallets across multi-brand enterprises.

Enterprise-Grade

Scalability and performance to validate and redeem over 30,000 offers per minute across your stores.

SUBWAY

Chick-fil-A

Famous Dave's

SONIC

Papa Gino's

DUTCH BROS

Checkers

Rally's

No one knows more about building successful marketing programs for restaurants than Mobivity.

To learn more about us, text OFFERS to 55333.

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