

# Cheetah Digital for Restaurant Marketers



Restaurants have weathered extraordinary challenges – and accomplished herculean feats – in the past 12 months. Set up a flawless online ordering and pickup process. Transformed menus to be friendlier for the to-go crowd. Now is the time to embrace digital transformation, as there's no going back to dining-as-normal. Our award-winning platform is a buffet containing everything from unified data and intelligent offers to omnichannel messaging and next-gen loyalty. Engage guests on their terms with the most powerful and flexible platform on the market.

## Time waits for no IT department

Quickly and easily create real-time personalized customer experiences with our plug-and-play solution architecture. No, IT involvement or coding experience necessary. Check, please! Consolidating your marketing solutions is one thing; having the ability to make your customer data actionable is another. Built on a modern data architecture for unmatched power and flexibility, our Engagement Data Platform (EDP) not only unifies all your data signals into a 360° view of your customer, it lets you action off those insights in real-time at scale.

## It's my order, and it's now or never

Your guest's journey is no longer linear. They engage on various devices across multiple channels, yet they expect you to communicate with them as ONE person. Orchestrate 1:1 interactions in real-time across all channels and touchpoints, so your guests feel heard, loved, and respected. With Cheetah Digital, dynamic omnichannel messaging meets your guests where they're at by designing highly personalized, contextual communications that flow seamlessly across all your digital touchpoints.

## Too many chefs in the kitchen

Let's face it, nobody wants to integrate more vendors. With Cheetah's natively integrated platform, you can seamlessly manage your guest engagement from end-to-end – all from a single provider. Eliminate silos, fragmented data, and redundant costs. Manage to achieve this and you'll have more time to spend on creating the personalized experiences your guests now expect. Utilize Cheetah Digital's advanced machine learning and decisioning capabilities, and next-gen offer management tools, to deliver the "next best action" for each diner in real-time throughout the customer journey. Transcend mere points and discounts

to build the emotional loyalty that keeps guests coming back more often.

Below, we've listed out some use cases that will help you overcome the common challenges we've seen in the restaurant industry.



**Cheetah Digital provides us with the ability to generate a single customer view that we can continuously enhance and refine over time to inform our various cross-channel and cross-brand initiatives.**

—Michael Stutts, EVP & Chief Customer Officer, Bloomin' Brands



**Bloomin' Brands derives 8x more revenue from consumers that use multiple channels to engage the brand vs. those that only use 1 channel**



**Bloomin' Brands tripled off-premise sales with data-driven messaging.**

## Investment to Keep Up with the Changing Customer Engagement Landscape

Cheetah Digital's Customer Engagement Suite provides seamless integration of solutions that empower the full marketing strategy, from acquisition and data collection (Experiences), segmentation/personalization/machine learning (EDP), communications across all channels (Messaging), and of course the operation of the customer proposition (Loyalty).

Tens of millions of dollars of investment (not to mention years of experience of the founding team) went into building the original platform. Additionally, Cheetah Digital invests 25% of our revenue into platform R&D and enhancements.

Cheetah Digital does this because we are a technology company. Consumer expectations are growing exponentially, especially in the restaurants and food services industry, and we want to ensure our clients continue to meet these rising expectations.

Restaurant marketers need to invest in technology, but investment is also required in areas like employees, new store openings, existing store refits, improving the customer experience with more ways to shop, and better-connected stores. The way to do both is to outsource the core of your loyalty technology solution to a company that has a proven track record to support and constantly enhance it – someone like Cheetah Digital.

### Cost

Given the significant revenue impact of Covid-19 on this sector Cheetah Digital was able to provide additional bandwidth to decimated corporate marketing teams. Many marketing departments have needed to carry on with often a quarter of the people they had pre-Covid. Cheetah can provide the additional services support until business (and staffing) levels return to normal.

More broadly there is also often a perception that keeping technology in-house is less expensive than outsourcing. That just isn't true anymore. Let's say, for argument's sake, your company has identified a series of enhancements/development to improve your current in-house loyalty solution and the budget for that work is €1m. You aren't building a solution that matches the functionality and flexibility of Cheetah's CES, but you feel it is a "minimum viable product" that will serve your needs. Compare that to the costs of working with a vendor like Cheetah Digital. Let's assume the costs for a one-off implementation and 5 years of license fees are exactly the same at the internal build, €1m (in most cases, Cheetah Digital's costs are much less). So, over 5 years, the cost is the same, €1m, right? Not if you take a closer look:



Component	In-House Solution	Cheetah Digital Solution
Software Cost	€1,000,000 (estimate) cash invested prior to delivery	€1,000,000 (set up + 5-year license) (cost incurred primarily after delivery over a 5-year term)
Annual Budget for Maintenance & Support	Unknown	€0 (included in license fee)
Annual Budget for Enhancements	Unknown	€0 (included in license fee)
Annual Hosting and Hardware Costs	Unknown	€0 (included in license fee)
Scalability	Unknown	Unlimited system users, data storage, transaction processing

Cheetah Digital provides clarity on the full costs of operations – our license fee includes maintenance, support & hosting. If more hardware is required because your program is increasing in members and activities, your license fee covers that scale as well.

### Quick, Low-Risk Launch

There isn't any other sector that has the same high customer numbers, high customer frequency, high customer transaction rates, and a large volume of active promotions as occurs in the restaurant industry. You need to find a technology partner that has live proof points of being able to manage millions of members, tens of millions of daily transactions, and tens of thousands of active promotions in milliseconds – Cheetah Digital does that today.

Experience has proven that Cheetah Digital's time to launch will be much, much quicker than any internal IT development estimates.

### Unique Needs met with Cheetah Digital's Flexibility

There aren't many vendors that can support a multi-brand proposition on a single platform. Many global restaurant groups have multiple store formats, different brands, and of course, multiple countries. Cheetah Digital has live proof we can support this! Our Customer Engagement Suite can handle multi-brands all under the same umbrella with marketers enjoying benefits such as portfolio-wide visibility, management, and economies of scale. Not to mention saving time, money, and human resources by having technology do more.

## Not Working in Isolation

Your organization probably already collaborates with your peers in terms of innovation and best practice in-store operations, category management, and other key areas of marketing a restaurant brand. Why would you not also want to join a much wider loyalty marketing user community, something that Cheetah Digital offers? Our clients are active participants in our Loyalty Royalty roundtables, user groups, and user meetings. An in-house solution does not offer this type of strategic collaboration.

## Restaurants That Trust Cheetah Digital:

*Bloomin Brands, Del Taco, Focus Brands, & Pizza, Smoothie King, Sage Restaurant Group, Donatos Pizza, Bakers Delight, Cafe Rio, McDonald's, Garden Fresh, Pizza Hut Restaurants UK, Newks Franchise*

## Key Features

Cheetah Digital's Customer Engagement Suite (CES) is the only enterprise-scale, best-of-breed solution that allows restaurant marketers to effortlessly create the automated, yet highly personalized guest experiences that drive traffic, frequency, and spend. Our rich customer data management, modern loyalty and engagement platform, and robust analytics and segmentation capabilities allow brands to more effectively learn about their customers and build 1:1 relationships.

### Enterprise Data Management and Streaming Data Ingestion:

Cheetah EDP is a high-speed, highly scalable big data platform that can rapidly scale to shifting demand and is built on an open, modern Hadoop stack on AWS infra-structure.

### Personalized Omnichannel Messaging

Use segmentation and cohort analysis to send highly targeted emails, push notifications, SMS messages, and social posts. Track message deliveries and opens in a central console.

### In-store Engagement

Engage customers with augmented reality technology and other digital games to deliver exclusive, brand-centric content to customers.

### Intelligent Offers

Design and personalize content for individualized "in-moment" experiences using advanced analytics

and machine learning.

### Rewards

Create reward catalogs consisting of physical goods, gift cards, and digital rewards. Set limits to control redemptions and prevent fraud.

### Offer Management

Design and personalize content for individuals, using messaging, images, coupons, and many more formats.

### Grow Your Customer Database

With Cheetah Experiences, you can seamlessly acquire core customer data, such as name, address, email address, and marketing opt-ins, and offer something of value in return. All data can be securely integrated into your marketing technology stack, CRM, EMP, CDP, and analytics tools, triggering timely emails and personalized campaigns that deliver business results.

### Collect Zero-party Data

Cheetah Experiences is built around a zero-party data strategy, enabling non-technical marketers to gather important data and insights, understand their consumers, and power one-to-one marketing programs.

### Offer Management

Design and personalize content for individuals, using messaging, images, coupons, and many more formats.

### Distributed Marketing

Cheetah Messaging's distributed marketing tool enables brands to interact with local markets using dynamic, on-brand marketing, unique loyalty programs, localized offers, promotions, earning opportunities, and rewards.

### Mobile Engagement

Deliver timely and personalized mobile messages to customers on a one-to-one basis. Reach customers where they're at, when it matters most.

### Real-time Personalization

Capture real-time data events on web and mobile devices and deliver the next best experiences using real-time experiences, real-time events, and real-time content.

### Journey Orchestration

Build, manage, and optimize customer journeys at scale with the most comprehensive set of journeys in the market.