

10 Stats Every Restaurant Marketer Needs To Know

Global Guest Attitudes and Trends in Personalization, Privacy, Messaging, Advertising and Brand Loyalty

In conjunction with **Econsultancy**

The restaurant industry has seen rapid changes in dining behaviors that mean guests expect your engagement efforts to go beyond digital punch cards or sending a weekly email blast. To win, restaurant brands must focus on those key guest experiences drivers - providing a consistent and seamless user experience, whatever the touchpoint and loyalty that rewards.

The exclusive data in this infographic has the ability to significantly impact your revenue goals in both the short and long term, but it may require a willingness to adopt a new marketing mentality that empowers restaurant marketers to deliver guests' growing demand for better personalization, more privacy and a deeper relationship with the restaurant brands they know and trust.



93%

A huge 93% of guests will share personal and preference data with your restaurant brand if you offer the right value exchange

108%

When it comes to driving sales, email outperforms SMS, banner ads, paid and organic social advertising by up to 108%

74%

Personalization is the cornerstone of loyalty, with 74% of guests citing a favorite restaurant brand as it treats them like an individual

62%

Yet it should only be from data a guest has proactively shared with you. Almost two thirds of guests think retargeting ads derived from cookie tracking are creepy, not cool

57%

The overwhelming majority of guests are prepared to pay more to dine with a preferred restaurant brand

49%

of guests felt frustration when they received irrelevant content or offers

40%

of guests have made ordered online from a restaurant brand in the last six months

42%

But there's work to do. Only 42% of guests trust restaurant brands to use their data to provide personalized marketing and services

13%

And only 13% of guests will miss cookies and think they make for a better online experience

24%

However a staggering 24% of guests are not loyal to a given restaurant brand because it did nothing to encourage their loyalty - even though they are a frequent diner