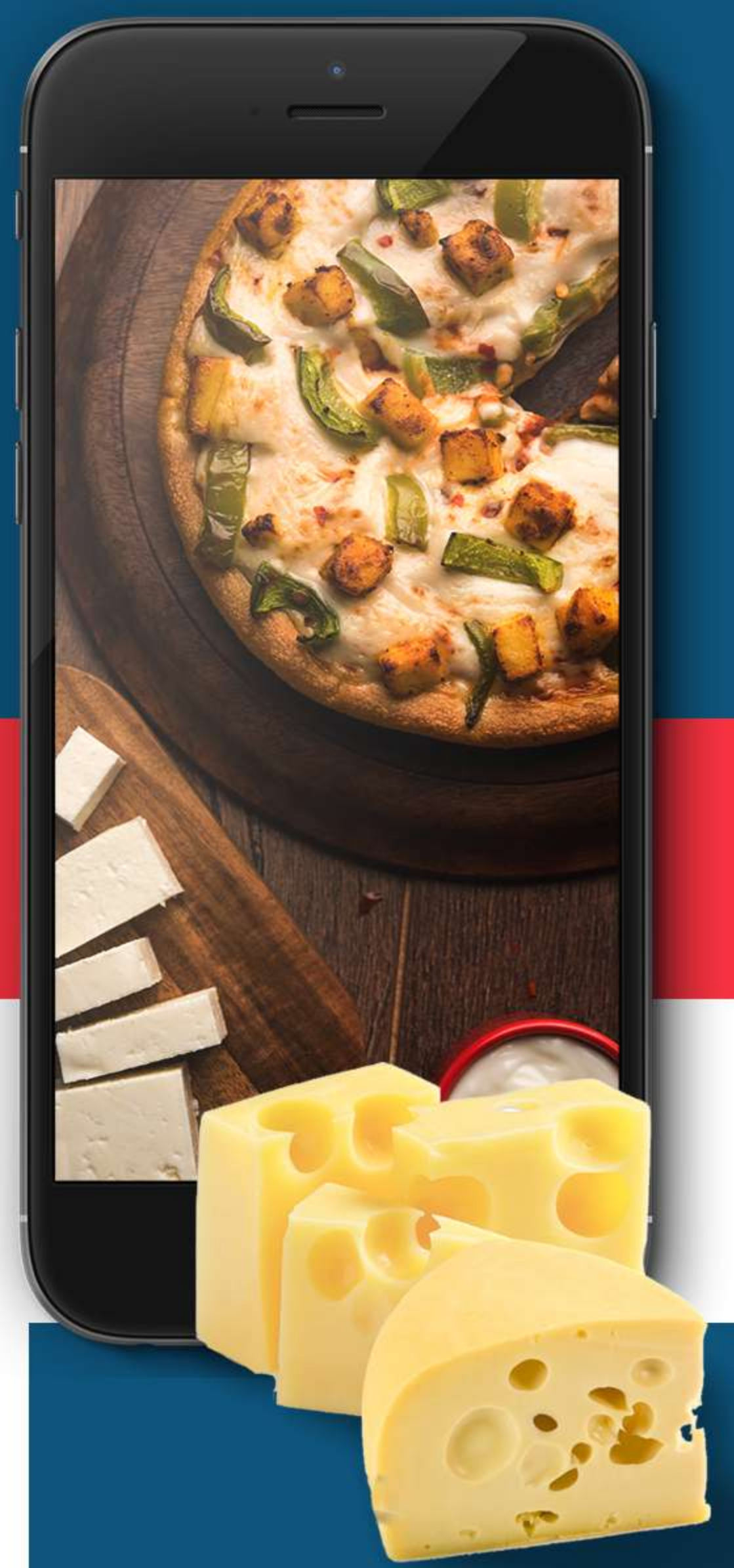


Global Pizza Chain drives revenue up: Unified customer view allows for personalized campaigns and offers

Focuses on growth across customer lifecycle stages



ABOUT THE CLIENT

An American Pizza Chain with over 8000 stores across the globe, the pizza chain has multiple order channels – mobile app, website, phone, stores and 3rd party aggregators. Their strength is in excellent customer service, quick delivery, product innovation and strategic store locations – owned and franchisee. With increased popularity of delivery, the client was looking to enhance customer engagement through mobile app marketing across the customer lifecycle. The need was to have a unified, 360° view of their customers across online and offline channels which would act as the bedrock for successful campaigns driving increased response rates and conversions.

BUSINESS PROBLEMS

- Siloed data sources leading to fragmented view of customers across channels
- Unable to map aggregators data to customer's orders
- Long SLAs for ad-hoc analytics and campaign performance reporting
- Under-utilized mobile app due to limited marketing capabilities enabled on the app

Attempts to unify offline and online data had failed, as past vendors specialized in only one channel.

MANTHAN'S APPROACH

Analytics dashboard was automated, campaign reporting was made real time based on data frequency and over 30 events were integrated for mobile app analytics

Test, Measure, Modify promotion strategy to drive incremental revenue

3-Pronged Marketing Approach to Increase Mobile Activity

Customer-lifecycle based growth marketing



1. Drive app installs

1. Real-time location based targeting
2. Abandonment marketing
3. Cross-sell and Upsell
4. Active mobile user engagement

1. Engage wavering customers
2. Mobile inactivity campaigns
3. Mitigating app attrition

Acquisition

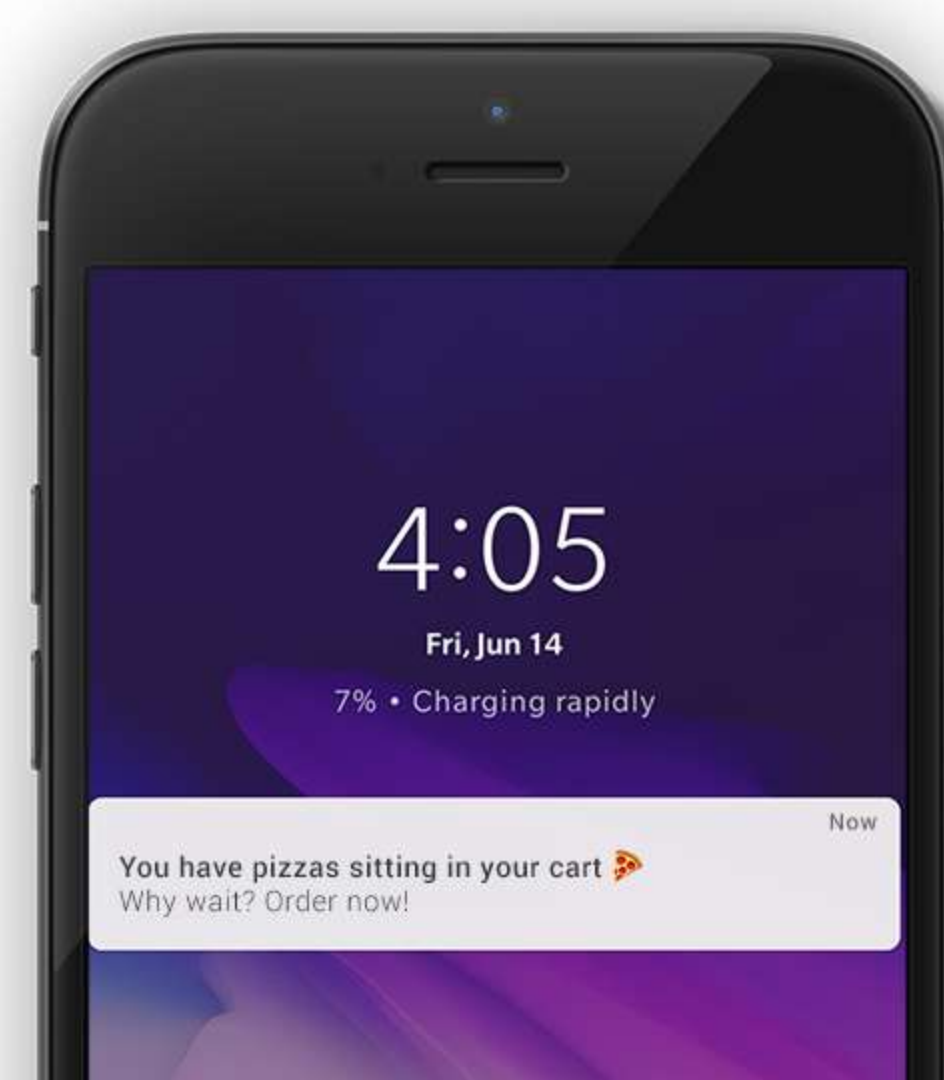
Client was focused on **growing mobile app installations** across its customer base, as apps provide better ability to reach customers in their micro-moments and drive conversions.

Manthan used text messaging as the channel to send deep links to customers to direct them to the app store or the progressive web app.

Growth

To address **cart abandonment**, Manthan enabled real-time notifications for the client – and this helped to nudge customers (who had shown intent either by browsing or adding products to cart) towards purchase.

Customers were **segmented on multiple dimensions** and content was personalized based on their preferences. For example, the health-conscious segment was targeted with multi-grain pizzas, rather than a rich cheese crust. The client's mobile app was used to show interstitials during app sessions.

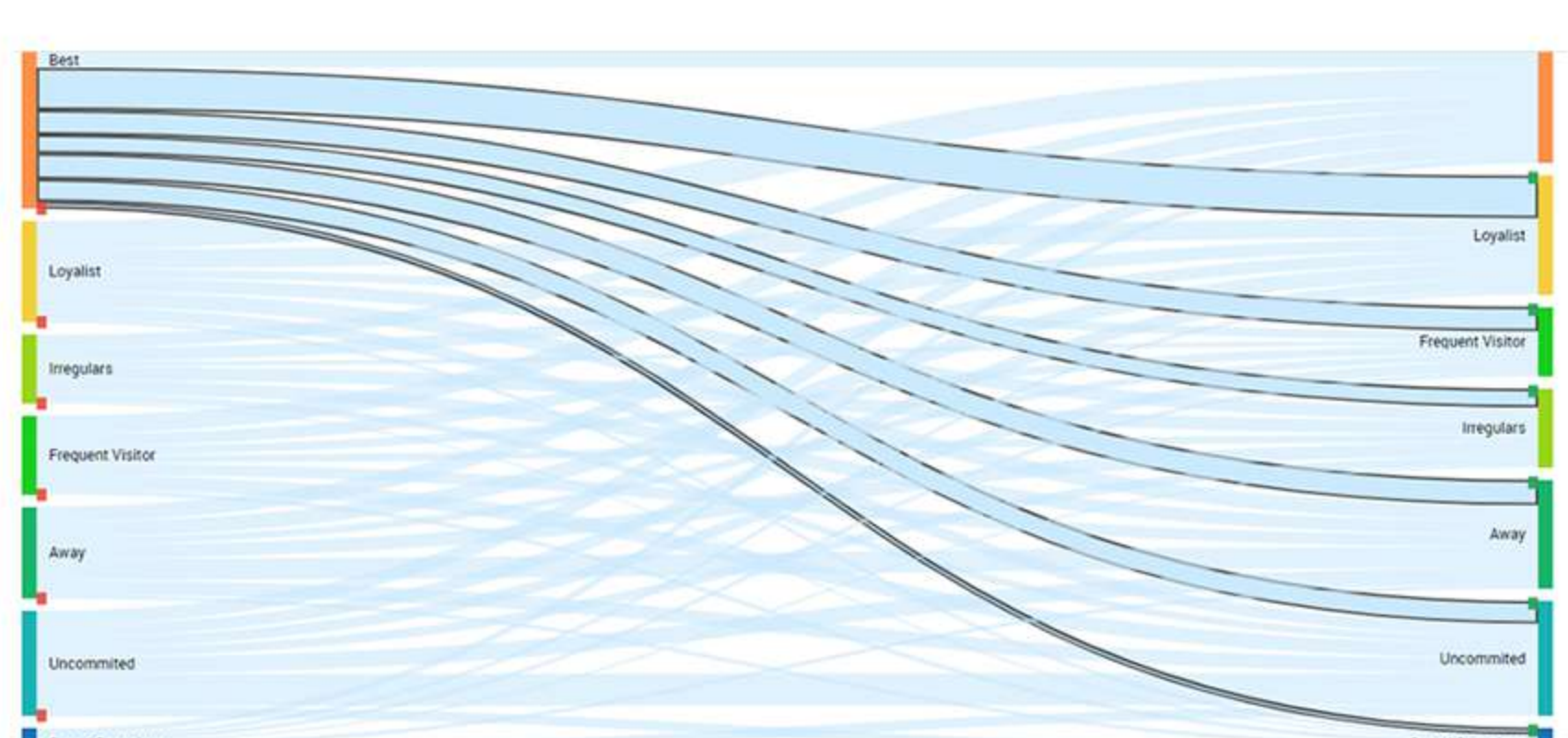


Upsell tactics were deployed to add value to the customer's order: for example, an offer to upgrade their order to a premium pizza category or to add a yummy topping based on their taste. Similarly, someone ordering for a group was shown additional items such as dessert and beverages based on their cart components through interstitials, on the payment page.

Time of the day and occasion-based promotions were enabled through push notifications – for example, lunch time notifications to a frequent buyer, with deep links to a specific section of the app based on their affinity for a product, rather than directing them to the home screen. Categories such as lunch pizza purchasers, late night customers, every day value meal buyers were created to effectively target customers.

Retention

Customers showing signs of churn or moving to a lower value category were a risk to business. Based on RFME segmentation, migration/ movement was tracked to **identify downgrading customers**. 55% of best customers had downgraded to lower categories and were uncommitted. This segment was targeted and brought back to higher frequency category with propensity models that suggested the best tactic to engage them.



In addition, the customer deployed test and control capability to **measure incremental sales** generated from push and in-app notifications. In multi-channel campaigns, mobile app notifications were prioritized over text messages to maximize outreach in the most cost optimum manner.

Business Benefits

- 3.5% incremental revenue
- Avg. 15 million communications per day
- 750K new app installs per month
- Real-time, personalized app engagement

ABOUT MANTHAN

Manthan is a leading cloud analytics company pioneering applications for consumer-facing businesses. Manthan excels in the application of decision sciences and AI; its suite of products has been recognized for enabling the shortest path to profit. Manthan's products use machine intelligence to process decision contexts and respond automatically with actions. Headquartered in Bangalore with offices in Santa Clara, London, Dubai, Mexico, Singapore and Manila, Manthan's footprint spans 22 countries. For more information, please visit <https://www.manthan.com>