

A MENU FULL OF ENGAGEMENT OPTIONS

session 



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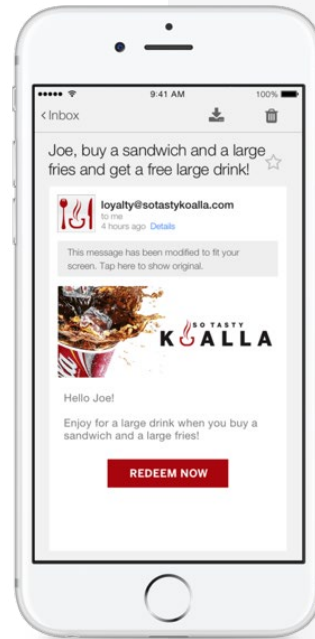
Today, marketing strategies center on the power of personalization. In the highly competitive quick-service and fast casual restaurant industry, knowing what your guest bought today--and better yet--anticipating what your guest will buy tomorrow has become table stakes in keeping up with consumer expectations. Restaurants with the ability to execute such highly personalized experiences reap the benefits of more loyal and profitable customers.

Many of the world's most well respected restaurants use the SessionM platform to put customer data at the heart of their engagement and loyalty initiatives. With a customer data platform at its core, SessionM provides campaign execution capabilities coupled with a flexible and comprehensive loyalty management solution to help drive targeted, outreach in real-time to increase engagement and profitability.



Data-Driven Loyalty

SessionM provides the ability for businesses to craft highly personalized and gamified loyalty experiences, incentivizing customers to purchase more frequently while gaining valuable information about their behaviors. With powerful tiering functionality, a number of different levels can be created, each with their own unique entrance, behavior and maintenance rules. Give customers a compelling reason to spend their loyalty points with a reward store. Stores can be designed to provide customers with a number of different rewards they can purchase using their points. Reward stores can be customized and populated based on which tier a customer is a member of.



Tier Behaviors

Set up different tier behaviors to encourage various actions:

Entrance Behaviors

- Define criteria on how customers enter or graduate into a new tier
- E.g. Customers must spend \$25 per month to enter into the Silver Tier

Purchase Behaviors

- Set up rules about the benefits customers receive from specific purchase activities
- E.g. Earn 10 points for every dollar spent

Event Behaviors

- Set up rules about the benefits customers receive for completing specific events
- E.g. Issue an offer to a customer once they've filled out all fields in their member profile

Maintenance Behaviors

- These are the behaviors a customer must meet in order to remain in their current tier
- E.g. Customer must spend \$200 a year to remain in the Silver Tier

Stats

3X

overall loyalty program ROI.

15%

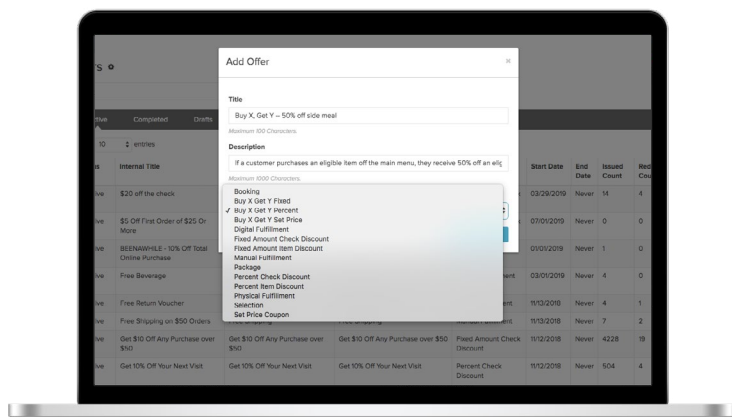
higher purchase frequency among loyalty members.

\$9M

in annual EBITDA impact.

Personalized Offers

Entice customers to complete desired behaviors using closed loop offers. SessionM enables marketers to deploy different offer types through promotional campaigns, reward stores, tier behavior rules, and more. Create and distribute unique offers for each customer, deliver it through their preferred channel, verify eligibility and take the discount right at the point of sale.



Offers Tailored for the Restaurant Industry

Buy X, Get Y

- Purchase an item off the main menu, get a free drink
- Purchase an item off the main menu, get 50% off a side meal

Fixed Amount Discount

- \$2 off any item on the main menu
- \$1 off a large soda

Percent Discount

- 25% off any items on the main menu
- 50% off any side meal

Stats

\$200K

incremental spend per offer.



11X

incremental spend generated per targeted offer.

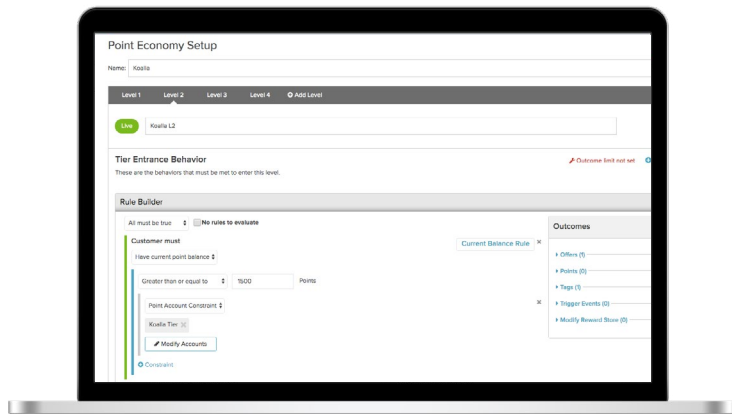


¢60

higher ticket size among loyalty members.

Dynamic Rules Engine

Build compelling engagements by rewarding customers for completing a specific behavior or series of behaviors. Different outcomes and parameters can be created to reward customers for completing a rule, such as making three purchases in a week or spending over \$50 in a month.



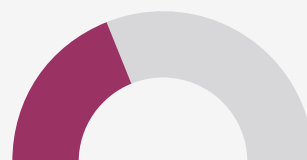
Rule-based Challenges

- Deliver 15 bonus points if the customer purchases an entrée and a large item off the side menu
- Run Double Points Days once a month, exclusively for Gold Tier members
- Provide an offer for \$2 off a purchase made between 3 - 5 PM
- Reward new customers with 25 bonus points for making 5 purchases within 30 days of registering

Stats

\$180K

incremental revenue generated in a single campaign.



38%

increase in purchases of targeted product via email campaign.



16%

increase in spend on campaign targeted at new enrollments.

Holistic Customer Profiles

SessionM ingests, unifies and enriches data streaming into the platform from the point of sale, messaging channels and more. Declared, observed and predictive data is tied to each individual customer profile and updated as customers take action, enabling marketers to use real-time data to create highly targeted segments. Additionally, a deeper understanding of customer behavior equips teams across the organization, such as customer service and in-store staff, with the information needed to craft smarter and more personalized interactions.

Data Surfaced within Each Customer Profile

Declared

Information a customer has entered of their own volition, typically during account creation or when modifying their information.

E.g. Name, email address, age

Observed

Data obtained when a customer engages with your brand, such as making a purchase or redeeming an offer.

E.g. Customer purchased X meal Y days ago

Predictive

Values that are established through observing and predicting customer behavior.

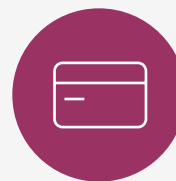
E.g. Customer lifetime value, risk of churn, product recommendations

Data-Privacy Support

SessionM is engineered to provide restaurants across the world with the tools needed to be data compliant. The platform is purpose-built to handle all customer requests under the General Data Protection Regulation (GDPR) and more. SessionM give restaurants the ability to:

- Send the customer a copy of all personal data in a .csv file
- Pause all activity in loyalty or other marketing programs. Additionally an account can be reinstated to enable participation in loyalty or other marketing programs
- Permanently forget an account and its associated data

Stats



4B

transactions
processed daily



250M

customer profiles
managed



Reduced campaign
setup time from 5-9
weeks to less than

1 day