NCR VOYIX

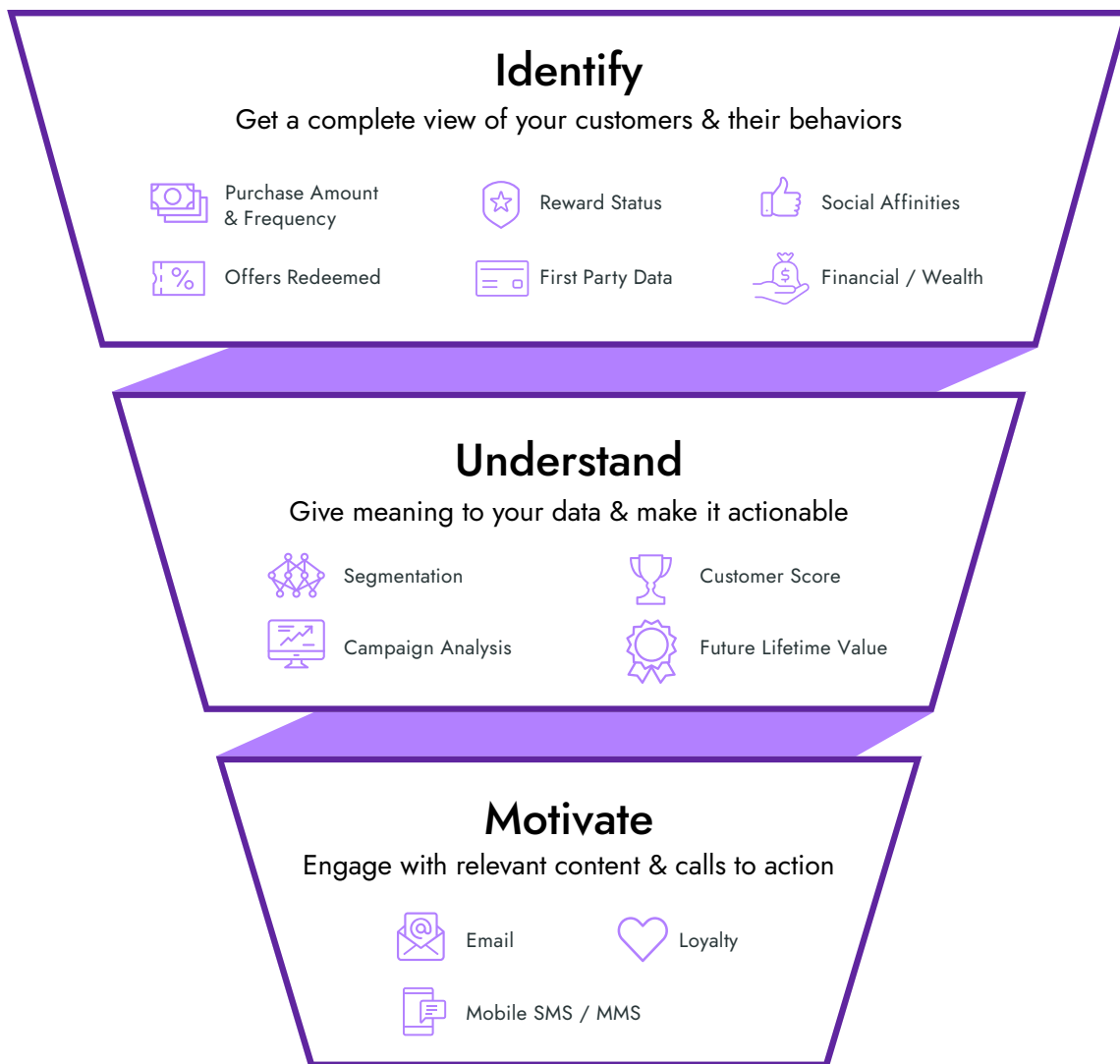# NCR VOYIX Consumer Marketing transforms the way restaurant brands

Identify, Understand and Motivate their most valuable customers

Identify
Get a complete view of your customers & their behaviors

- Purchase Amount & Frequency
- Reward Status
- Social Affinities
- Offers Redeemed
- First Party Data
- Financial / Wealth

Understand
Give meaning to your data & make it actionable

- Segmentation
- Customer Score
- Campaign Analysis
- Future Lifetime Value

Motivate
Engage with relevant content & calls to action

- Email
- Loyalty
- Mobile SMS / MMS

2X Conversion Rate

20% Reduction in Marketing Costs

30% Increase in AOV

To speak with someone or for more information, visit us at ncrvoyix.com.

NCR VOYIX Consumer Marketing Platform is a unified marketing platform that enables you to create and deliver guest experiences that matter, enriched and continuously informed by data.

Data Management

- First party data integration
- eComm, POS, CRM
- 3rd party data augmentation
- Analytics, scoring and dynamic segmentation

Loyalty

- Pre-configured or custom, rules-based programs or earn & burn
- Real time transaction processing
- Personalized loyalty communication
- Pre-configured or automated delivery of messages, program statuses and rewards

Mobile

- SMS & MMS
- Digital wallet, mobile conversations, gamification
- AB testing, segmentation, personalization

Campaign Management

- Rules-based, triggered or scheduled
- Attribution tracking
- Multichannel campaign delivery and reporting

Email

- Custom templates
- API print & send integration
- AB Testing, segmentation, personalization

Reporting & Insights

- Track key metrics and KPI's
- Evaluate ROI
- Standard & custom reporting

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