

Consumer Marketing

Marketing and loyalty capabilities to keep guests coming back

Customers no longer pay attention to one-size-fits-all messaging, and you can't afford to send one-size-fits-all discounts to everyone. As a restaurant operator, you need to cut through the noise with content and rewards that resonate with each of your guests. With Consumer Marketing for Aloha, you can better understand your customers to run smarter, more personalized campaigns that motivate them to visit more and spend more when they do.



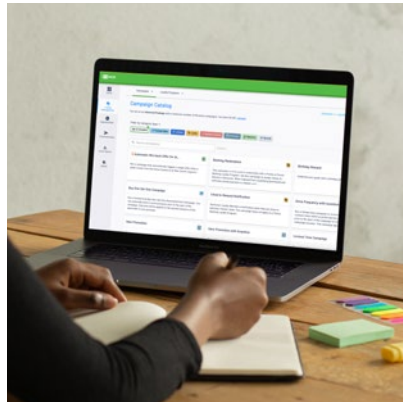
Consumer Marketing is an all-in-one loyalty and marketing solution comprised of:

Customer Data Platform: Capture guest data from multiple touchpoints to create a robust profile of each guest and intelligently segment them based on demographics and behaviors.

Loyalty Management: Provide value back to your loyal members and improve retention with both a loyalty program and effective campaigns.

Offer Management: Incentivize guests with real-time offers and promotions that motivate behavior change.

Marketing Communications: Stay top-of-mind with coordinated, relevant email and text communications.



THE VALUE OF CONSUMER MARKETING



Increase revenue with more effective campaigns



Protect your margins by sending discounts only where they're most valuable



Drive deeper loyalty by understanding and connecting better with your guests

Go beyond generic loyalty and create 1:1 experiences that turn guests into loyal customers, with Consumer Marketing.

To learn more, visit us at ncrvoyix.com/restaurants/customer-engagement-loyalty