mobilewalla

QUICK SERVICE RESTAURANTS AND DINING

Better Understand Your Best Customers and Your Competitor's Best Customers

The global pandemic has brought a myriad of challenges and opportunities to the quick service restaurant and dining industry. From online ordering, to contactless payments, to speeding up the drive-thru, to curbside delivery, the need for agility and innovation is more important than ever. But, no matter how much has changed, one thing that stays the same is that a deep understanding of your customer and their behavior should still be your top priority. Your ability to retain these guests and to meet their changing needs and preferences will help you better weather the current storm.

To learn more about your best guests, start with the data you are collecting today, most likely through your loyalty program, then look at enriching that data with high-quality third-party data. By adding third-party data to your mix, you can fill in the missing demographic and behavioral insights your first party data is lacking. This will help you identify the characteristics of your best guests better anticipating their needs and wants and allowing you to reach look-a-like audiences with similar characteristics.

Using Mobilewalla You Can:

Enrich your existing customer profiles

Create a 360-degree view of your guests to understand key demographics and behavior.

Understand dine-in vs take-out and competitive behavior

Analyze visitation at your own, as well as competitor stores for insight into to key trends.

Identify and reach high-value audiences

Segment and reach high-value guests through audience segments tailored to key customer profiles.

Prove marketing ROI

Attribute store visitation to advertising spend and determine the ROI on your marketing investment.

Mobilewalla is a leader in consumer intelligence solutions, combining the industry's most robust data set with deep artificial intelligence expertise to help organizations better understand, model and predict customer behavior. With rich insights into consumer behavior, our proprietary solutions help organizations get more out of their AI investments by making more informed business decisions and effectively acquiring, understanding and retaining their most valuable customers.

The breadth and depth of our data allows Mobilewalla to build a more accurate understanding of consumer behavior. Through our deep data science and AI expertise, Mobilewalla delivers insights that enable brands to better understand their customers and prospects to drive growth.

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