



# Modern restaurant patrons are seeking a personalized experience which is forcing restauranteurs to adapt to a new customer journey expectation.

Modern restaurant patrons seek a personalized experience, reshaping the customer journey. CustomerX.i (CX.I) harnesses granular guest data, harmonizing it for actionable intelligence.

**This powers timely, targeted messages, driving measurable revenue and increasing customer lifetime value.**



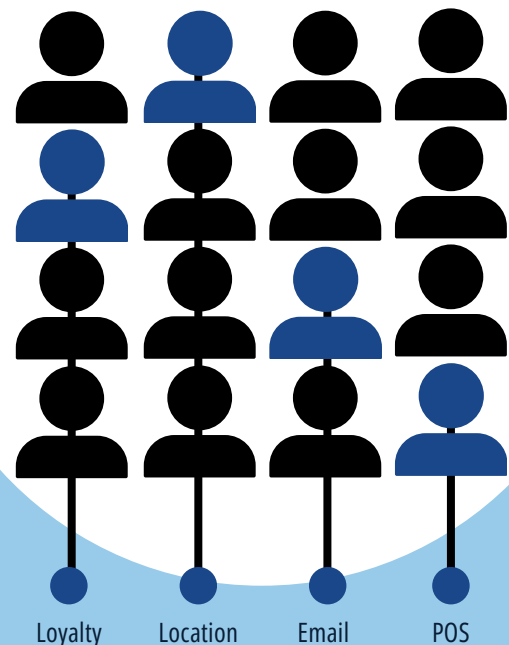
# CustomerX.i uses three main principles that allow a best-in-class personal experience with each guest

## 1. Find

Leverage CXi for demographic details and predictive buying behaviors on +80% of your customer base.

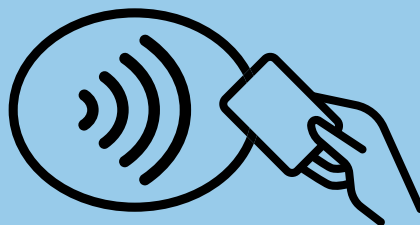
Bridges both online and offline data for insights on both existing and potential guests.

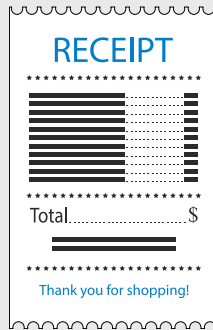
both KNOWN and UNKNOWN guests








### Data Ingestion

Data is ingested from various sources using a range of easy-to-get-started data transfer options.





-  41 y.o., F
-  College Degree
-  Gardening Hobby
-  Chicago, Il
-  \$85,000 Income

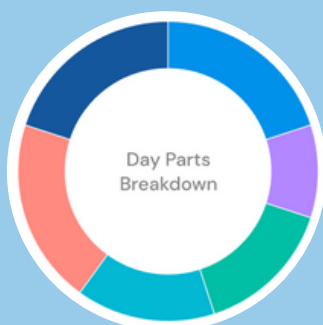
### Anonymous Customer Profile:

Privacy-friendly profiles are constructed using SKU-level purchase data and enhanced with demographic, psychographic and lifestyle attributes.

# 2. Understand

**Harmonize data silos for a Single Customer Record of Truth.**

Unify fragmented data points to increase awareness and maximize ROI on previous solution investments. Gain comprehensive insights into customer demographics, psychographics, and true buying behaviors.



**Understanding customer habits, from when they buy to what they buy -  
Uncover the How Behind the Chow.™**

# 3. Engage & Measure



Enable real-time guest insights for a personalized experience.

Deploy and track campaign efforts through CXi, leveraging harmonized data to communicate with customers via CTV, digital-social, etc.

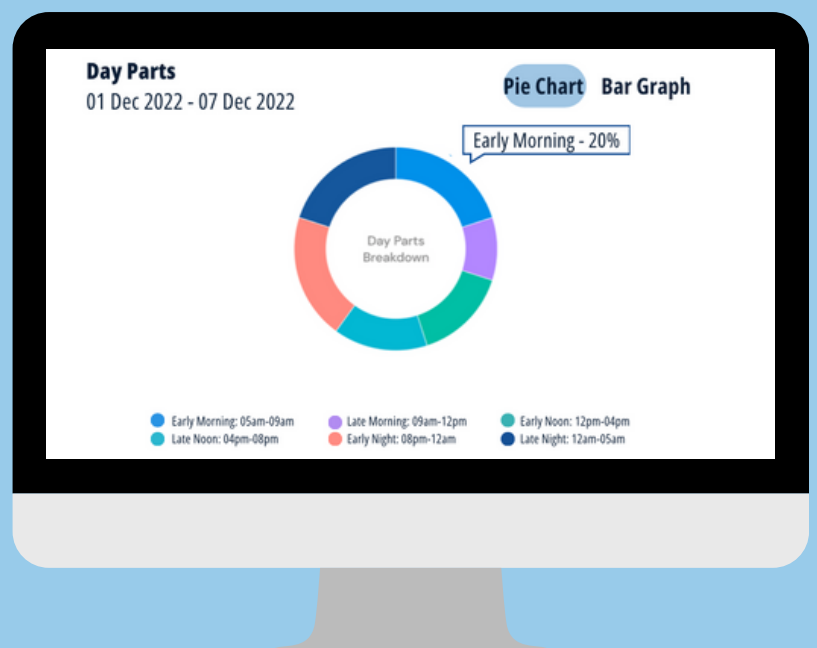
**Leveraging Analytics and Audience Activation**  
Utilizing Analytics and Audience Activation:

Data is readily available for analytics, segmentation, activations, and measurement through the CX.i platform

## Metrics for Real Results:

**Visibility on Guests:** Gain comprehensive visibility into guest demographics, purchase behaviors, and frequency.

**Day Parts and Menu-Level Details:** Understand the dynamics of customer engagement at different times of the day and the impact of menu items on customer preferences.



# Outcome for CPGs



## Increase Beverage Attachment:

Utilize Insights to enhance beverage attachment rates, similar to successful collaborations like Coke vs. Pepsi.



## Increase ROAS (Return on Advertising Spend):

Target advertising more effectively, leading to Improved ROAS and higher engagement.



## Measurement and Attribution:

Tie marketing efforts to true purchase behavior, providing accurate measurement and attribution.



## Marketplace of Audiences:

Explore CX.I's Audience Marketplace to discover new and target specific guests based on demographics, psychographics, and purchase behavior.



## Total Market Insights (TMI):

Gain total market share visibility, understanding performance relative to competitors. Segment by store, time period, and cuisine type for precise competitor analysis.



## Speedy Onboarding:

Experience seamless onboarding with no IT requirements, allowing you to go live within the same day.

# Case Study

## Challenge

Low customer adoption into existing loyalty program

## Solution

CustomerX.i ingests in-store data (POS, CRM, Loyalty, app, online ordering)

CustomerX.i successfully capture >85% of total customer audiences and better understand, engage and predicts behavior.



## Results

Discovery of 4% of "hidden customers" making up over 32% of total store revenue, of which had minimal loyalty program adoption.

This enabled a new direction in marketing, which increased loyalty adoption and ultimately led to a 11% lift across average check size and frequency of visits. Additionally lead to a massive optimization in media/advertising dollars across all digital channels.

