



## Get to Know Quikly

Quikly is a digital engagement platform that leverages consumer psychology to help restaurant brands achieve critical marketing objectives such as acquiring customers, driving sales, and reactivating customers.

Leading brands love running campaigns on Quikly because they are easy to launch and produce ROI-positive incremental results over a short period of time.

Consumers enjoy participating in brand-specific campaigns on the Quikly platform because they are exciting, memorable, and deliver a fresh and compelling way to claim offers and rewards.

## Key Benefits

### 1) Motivates Immediate Consumer Response

Quikly leverages consumer psychology such as anticipation, fear of missing out, scarcity, and competition to drive important actions that deepen the customer relationship and provide incremental brand value.

### 2) Addresses Key Marketing Objectives via Flexible Platform

Quikly offers solutions across CRM, loyalty, mobile and social to acquire participants, drive sales and retain customers.

### 3) Launch with Ease

Quikly handles all campaign execution which can be live in under two weeks and requires no technical integration.

## Quikly Solutions

### ACQUISITION

	EMAIL ACQUISITION
	SMS ACQUISITION
	MOBILE APP ACQUISITION
	LOYALTY MEMBER ACQUISITION
	SOCIAL ACQUISITION

### SALES

	PURCHASE AMPLIFICATION
	MOBILE OR ONLINE ORDERING
	NEW MENU ITEM LAUNCH
	RESTAURANT OPENINGS

### RETENTION

	SURPRISE & DELIGHT
	LAPSED CUSTOMER REACTIVATION

TO SEE HOW OUR SOLUTIONS WORK, CHECK OUT THE ATTACHED OVERVIEWS.

## A Selection of Our Clients



## What's Included

- Campaign strategy and full creative production
- Project management, campaign launch and hosting
- Customer service inquiries
- Digital offer fulfillment
- Post-campaign reporting

## Typical Results

### ACQUIRE

**30-50%** Lower cost-per-acquisition compared to brand's existing tactics

### SALES

**15-25%** Lift in offer redemption compared to offers across other channels

### RETAIN

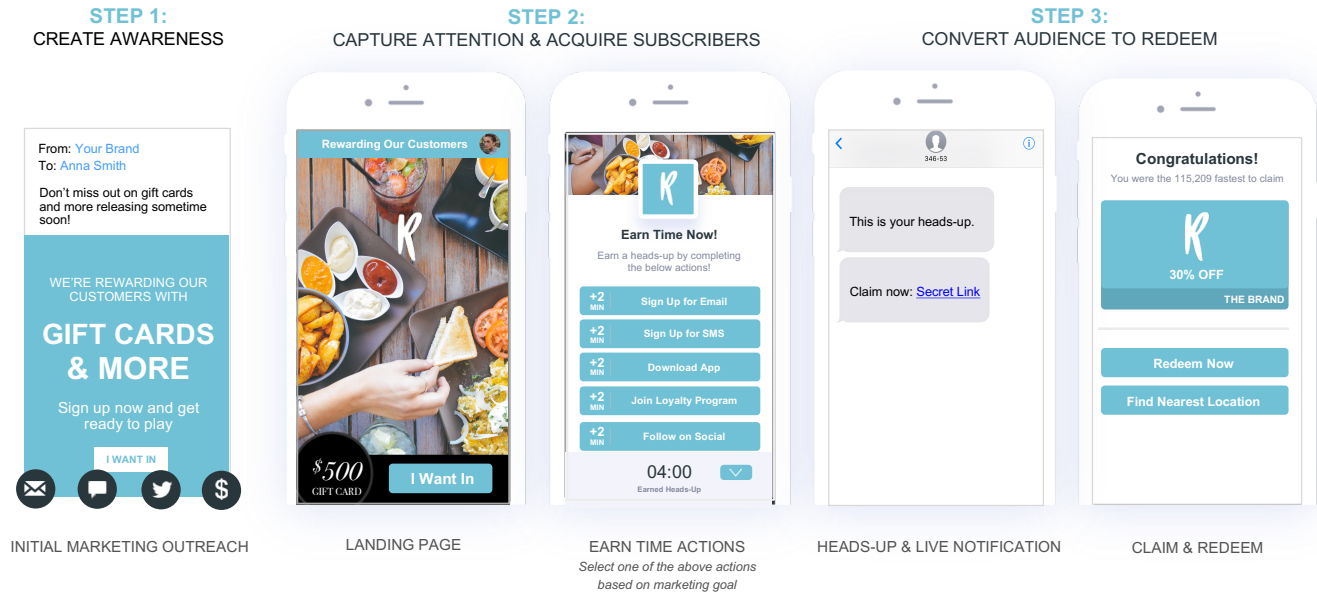
**1-3X** Response rates vs. existing lapsed customer strategies

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## How Quikly Acquisition Solutions Work



## Acquisition Solutions Benefits

- **EMAIL:** Higher lifetime value of acquired members compared to existing brand tactics.
- **SMS:** Up to 75% of campaign participants that click to sign up for SMS through a Quikly campaign will fully enroll.
- **MOBILE APP:** Up to a 5x reduction in app acquisition costs with strong follow on engagement.
- **LOYALTY:** Up to 40% increase in loyalty sign up conversion from existing email subscribers.

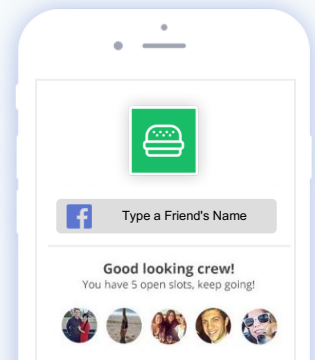


### Case Study

#### Acquiring Email Subscribers

Like many other brands, this restaurant has an aggressive email acquisition target and understands the importance of strengthening consumer relationships with data.

As part of their evergreen email acquisition strategy, they leverage the Quikly platform to amplify social referral and capture email opt-ins for their brand. In addition, survey is used to gather consumer insights to strengthen their database and create deeper relationships.



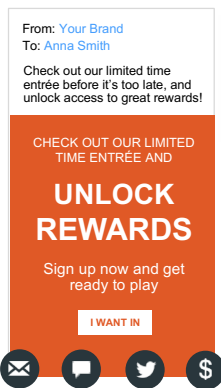
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PURCHASE  
AMPLIFICATIONMOBILE OR  
ONLINE ORDERINGNEW MENU ITEM  
LAUNCHRESTAURANT  
OPENINGS

## How Quikly Sales Solutions Work

**STEP 1:**  
CREATE AWARENESS

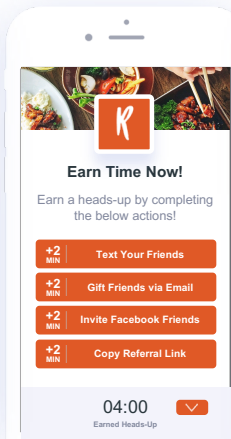


INITIAL MARKETING OUTREACH

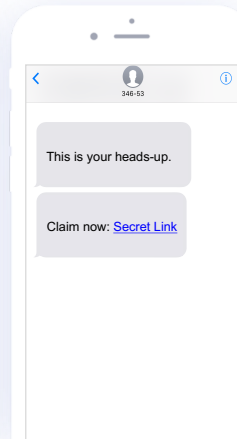
**STEP 2:**  
CAPTURE ATTENTION & DRIVE REFERRALS



LANDING PAGE

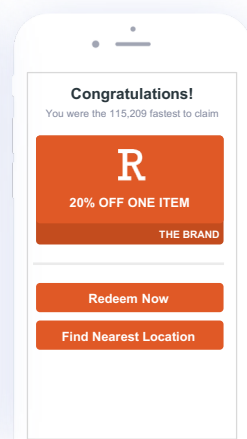


EARN TIME ACTIONS



HEADS-UP &amp; LIVE NOTIFICATION

**STEP 3:**  
CONVERT AUDIENCE TO REDEEM



CLAIM &amp; REDEEM

## Sales Solutions Benefits

- **HIGH CLAIM RATE:** 75% of Quikly campaign participants claim a purchase driving offer.
- **IMMEDIATE REDEMPTIONS:** Up to 25% redemption within one week.
- **INCREASED BASKET SIZE:** 1.2-1.5x increase in basket size.
- **TRIAL OF ONLINE/MOBILE ORDERING:** Up to 3x increase in first online/mobile-based purchases.

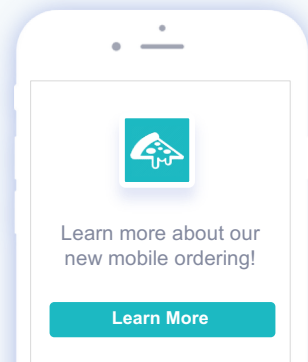


### Case Study

#### Driving Online / Mobile Ordering

Mobile ordering is predicted to grow to a \$38 billion industry by 2020 (Business Insider Intelligence). This shift in consumer ordering habits led many brands to look for strategies to create awareness and drive usage of their online and mobile ordering capabilities.

This QSR offered current consumers the opportunity to unlock exciting rewards by referring friends and learning about mobile ordering. The fastest to respond earned gift cards, while all others received offers redeemable through online ordering to drive trial and incremental usage.



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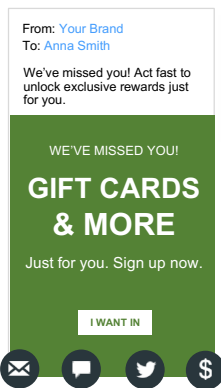


SURPRISE &amp; DELIGHT

LAPSED CUSTOMER  
REACTIVATION

## How Quikly Retention Solutions Work

**STEP 1:**  
CREATE AWARENESS

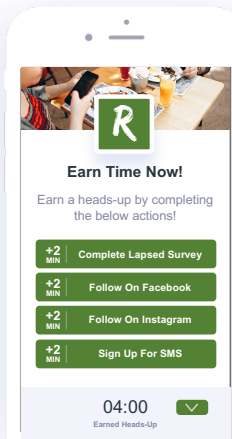


INITIAL MARKETING OUTREACH

**STEP 2:**  
CAPTURE ATTENTION & CREATE ENGAGEMENT

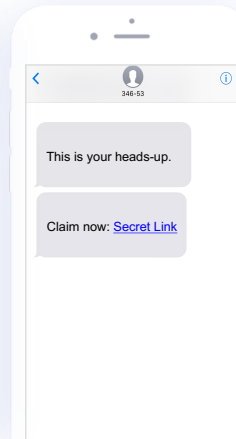


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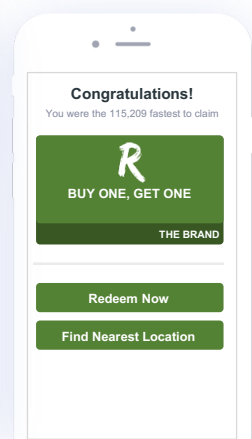


EARN TIME ACTIONS  
*Select one of the above actions  
based on marketing goal*

**STEP 3:**  
CONVERT AUDIENCE TO REDEEM



HEADS-UP &amp; LIVE NOTIFICATION



CLAIM &amp; REDEEM

## Retention Solutions Benefits

- **INCREMENTAL REACTIVATION:** 2-3x increase in reactivated lapsed customers compared to existing strategies.
- **LAPSED CUSTOMER INSIGHTS:** 70-90% of participants will complete a lapsed customer survey.
- **CHANNEL CONVERSION:** Up to 40% of participants will follow your brand in a new channel, such as social or mobile.

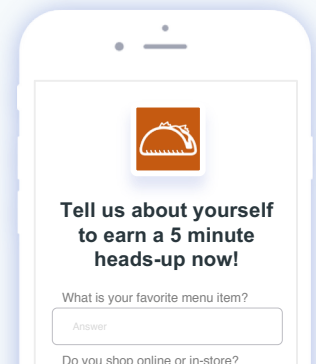


### Case Study

#### Reactivating Lapsed Customers

Acquisition of a new customer is five times costlier than retaining an existing customer. With this in mind, many brands are looking for innovative, cost effective ways to reactivate lapsed guests and gain insight into the cause of lapse to improve retention.

Using a regular quarterly cadence, this restaurant leveraged the Quikly platform as an added layer to existing strategies to successfully re-engage lapsed customers and gather insights through surveys. Participants were then driven to purchase in-restaurant through gift cards and offers.



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