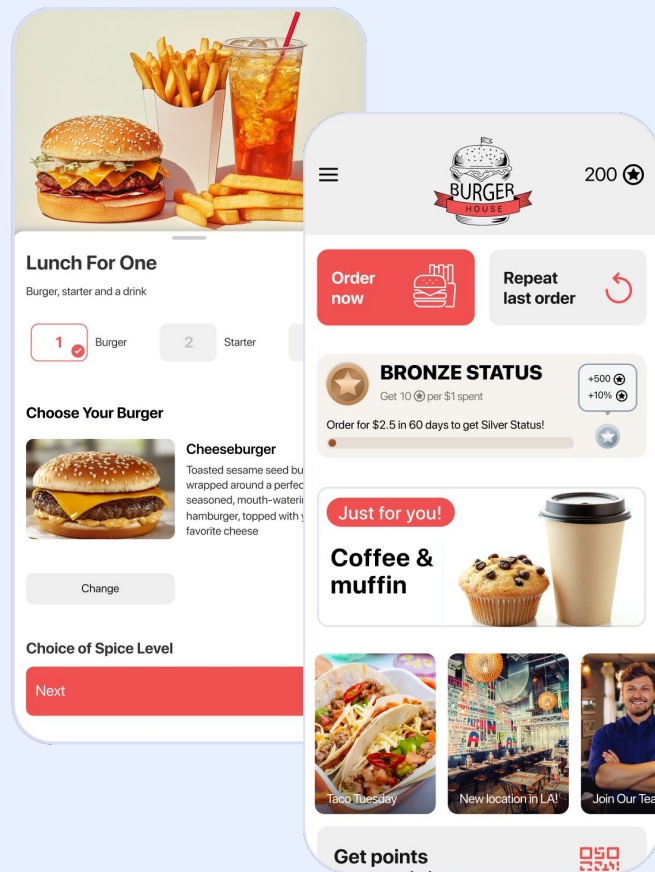


# 5 key questions to ensure your app and loyalty program drive revenue in 2025 🚀



# Let's make a health check of your digital customer journey!

How does the your current app compare to the Golden Standard of LoyaltyPlant?

## 5. Gamification



## 4. AI-powered personalization

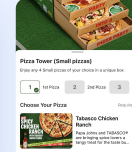
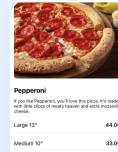
DESSERT LOVERS

CHOCOLATE SCROLLS

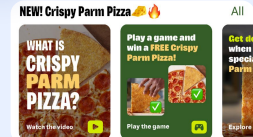
VEGANS

VEGGIE PIZZA

## 3. Ordering UX Focused on Upsell



## 2. Emotion-focused brand communication



## 1. Recommendation-based New User Acquisition & Frictionless Onboarding



## 5. Gamification



## 4. AI-powered personalization

DESSERT LOVERS

CHOCOLATE SCROLLS

VEGANS

VEGGIE PIZZA

## 3. Ordering UX Focused on Upsell

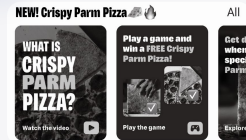


**Pepperoni**  
If you like pepperoni, you know this pizza. It's loaded with the best of mozzarella and spicy sausage slices.  
Large 12" 48.00 SR  
Medium 10" 38.00 SR



**Pizza Tower (Small pizzas)**  
Enjoy the fun of pizza with our Pizza Tower. It's a stack of 4 pizzas, each with a different topping.  
1 2 3  
Choose Your Pizza  
Tossing Chicken Ranch  
New! Crispy Parm Pizza  
New! Grilled Cheddar Pizza  
New! Grilled Cheddar Pizza

## 2. Emotion-focused brand communication



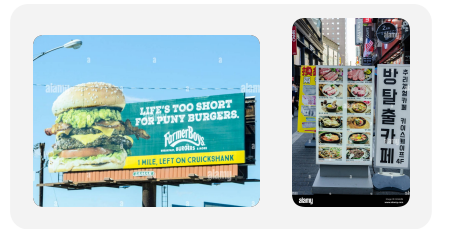
## 1. Recommendation-based New User Acquisition & Frictionless Onboarding



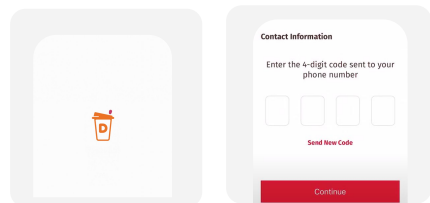
# 1. Is your app using recommendation-based new user acquisition and frictionless onboarding?

Do you have something similar now?

Growth Opportunities:

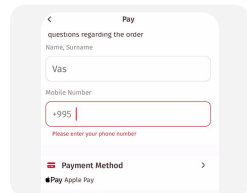


Good ATL app promotion, but no strong recommendation framework

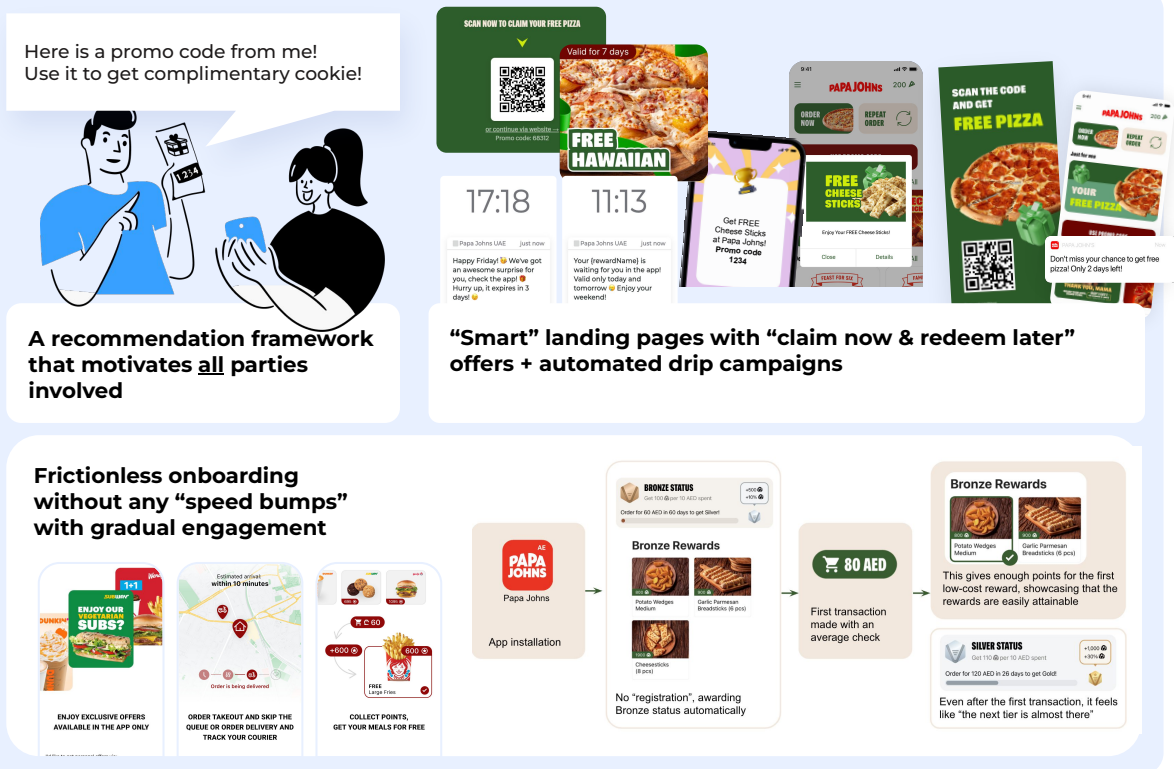


Long app loading (10+ sec)

No "guest checkout"



Not fully "tourist-friendly" with the phone restriction





## 5. Gamification



## 4. AI-powered personalization

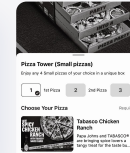
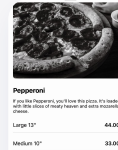
DESSERT LOVERS

CHOCOLATE SCROLLS

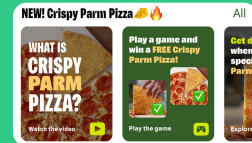
VEGANS

VEGGIE PIZZA

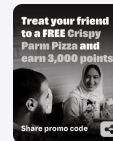
## 3. Ordering UX Focused on Upsell



## 2. Emotion-focused brand communication

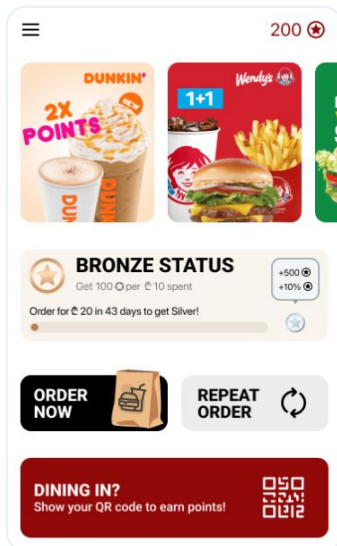


## 1. Recommendation-based New User Acquisition & Frictionless Onboarding

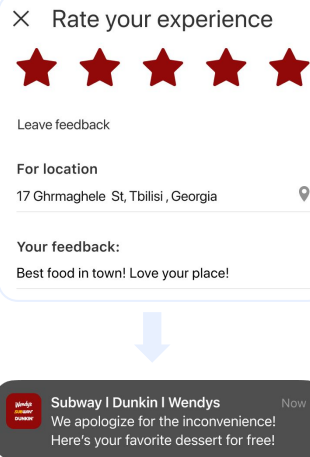


## 2. Is your brand communication emotion-focused and effective?

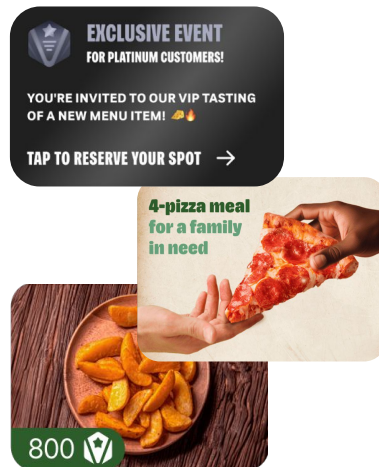
What you can have in your app & loyalty program:



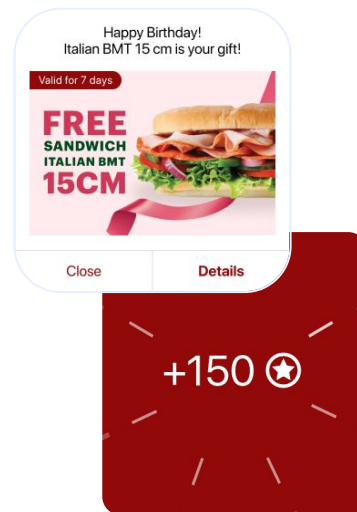
Personalized main screen with cross-brand communication



Two-way dialogue thanks to automated feedback system



A more strategic approach to rewards catalogue: easily attainable, cost-optimized, non-menu rewards, CSR rewards, digital rewards



Surprise & Delight elements in loyalty program

## 5. Gamification



## 4. AI-powered personalization

DESSERT LOVERS

CHOCOLATE SCROLLS

VEGANS

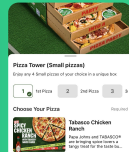
VEGGIE PIZZA

## 3. Ordering UX Focused on Upsell

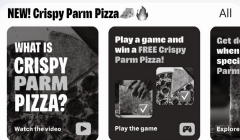


**Pepperoni**  
If you like pepperoni, you know this pizza. It's loaded with the best of mozzarella and spicy pepperoni slices.

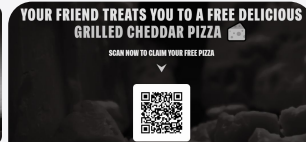
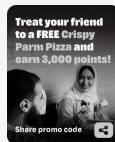
Large 12"	48.00 \$R
Medium 10"	38.00 \$R



## 2. Emotion-focused brand communication



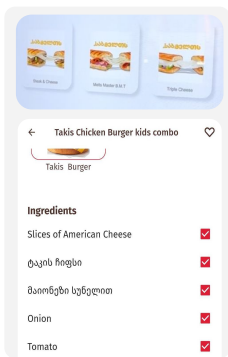
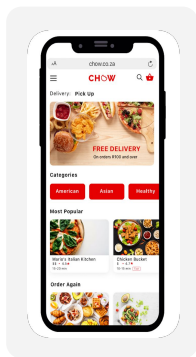
## 1. Recommendation-based New User Acquisition & Frictionless Onboarding



# 3. Is your ordering UX optimized for upselling?

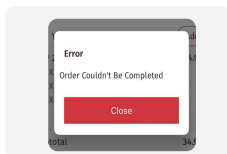
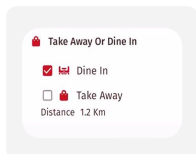
Do you have something similar now?

Growth Opportunities



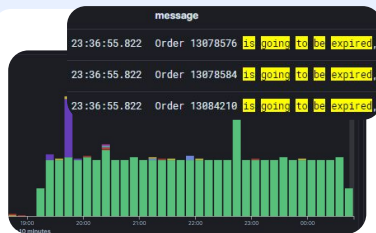
Do you have mouth-watering visuals in the menu?

Do you have multi-language support?

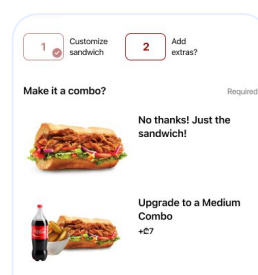


Do you have cross-brand delivery or takeaway flow only?

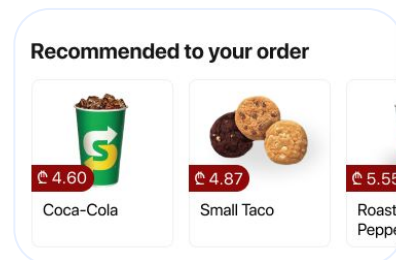
Proactive order failure monitoring might be missing



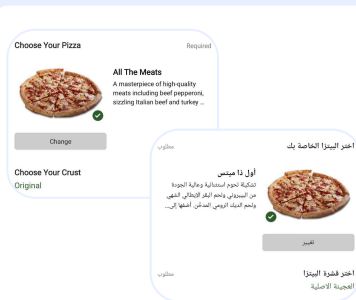
24/7 support with proactive incident monitoring



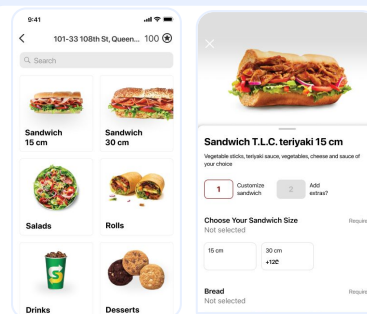
Upsell-focused ordering flow



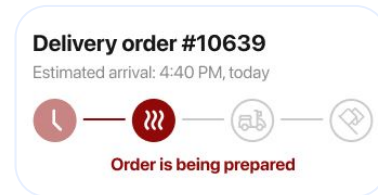
Cart-based upsell



Full multi-language support



Delivery with couriers outsourcing and cross-brand ordering for multi-brand locations



## 5. Gamification



## 4. AI-powered personalization

DESSERT LOVERS

CHOCOLATE SCROLLS

VEGANS

VEGGIE PIZZA

## 3. Ordering UX Focused on Upsell



**Pepperoni**  
If you like pepperoni, you know this pizza. It's loaded with the best of mozzarella and spicy sausage slices.

Large 12"	48.00 SR
Medium 10"	38.00 SR



**Pizza Tower (Small pizzas)**  
Enjoy the fun of pizza with a tower of 3 pizzas in 1.

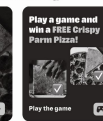
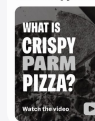
1 1st Pizza 2 2nd Pizza 3 3rd Pizza

Choose Your Pizza

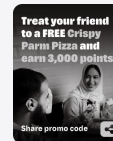
**Tossino Chicken Ranch**  
New! Tossino Chicken Ranch. New! Tossino Chicken Ranch. New! Tossino Chicken Ranch.

## 2. Emotion-focused brand communication

NEW! Crispy Parm Pizza 🍕



## 1. Recommendation-based New User Acquisition & Frictionless Onboarding



### How it should look like:

Favorite Items: ✓ Pepperoni ✓ Margherita

**Designate 20% of the selected audience as a control group**

### RFM-based control group selection (~20% of campaign target audience)

## DESSERT LOVERS

## CHOCOLATE SCROLLS

## VEGANS

## VEGGIE PIZZA

### Automated offers selection based on user purchase preferences

### Campaign ROI

 include in the calculations orders made within 2 weeks after the gift validity period

Cohort-based Statistics, All periods of campaign

Culture	Target group, margin profit	Target group, margin profit	Target group, margin profit	Control group, margin profit	Control group, margin profit	Control group, margin profit	Innovative/margin profit	ROI
Feb 2024 Start on Friday	9,148	1240	64,94 AED	9,153	785	40,58 AED	22,783 AED	2,423%
Feb 2024 Start on Friday	7,090	937	48,085 AED	7,097	363	36,560 AED	23,520 AED	1,966%
Feb 2024 Start on Friday	6,404	739	45,891 AED	6,406	440	23,325 AED	19,876 AED	1,904%
Feb 2024 Start on Friday	4,652	544	33,520 AED	4,650	456	23,044 AED	12,261 AED	1,609%
Total	26,593	3,660	194,971 AED	26,584	1,605	105,508 AED	76,899 AED	1,079%

## In-depth campaign statistics

### Campaign's Impact on Order Dynamics

By week 24

17% revenue



## ROI visualization



Now

Good morning, Nicolas! 🌞 How about a nice lunch or a dinner with PJ? Your FREE Large Pepperoni says YES! 😊

### Addressing customers by name and naming their reward automatically

17:18

Papa Johns UAE just now

Happy Friday! 🥳 We've got an awesome surprise for you, check the app! 📱 Hurry up, it expires in 3 days! ⏰

11:13

Papa Johns UAE just now

Your {rewardName} is waiting for you in the app!  
Valid only today and tomorrow 🥳 Enjoy your weekend!

## Smart reminder sequences

## 5. Gamification



## 4. AI-powered personalization

DESSERT LOVERS

CHOCOLATE SCROLLS

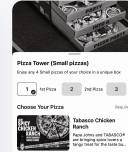
VEGANS

VEGGIE PIZZA

## 3. Ordering UX Focused on Upsell



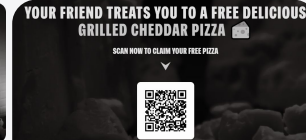
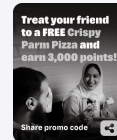
**Pepperoni**  
If you like pepperoni, you know this pizza. It's loaded with the best slices of mozzarella and spicy sausage slices.  
Large 12" 48.00 SR  
Medium 10" 38.00 SR



## 2. Emotion-focused brand communication



## 1. Recommendation-based New User Acquisition & Frictionless Onboarding

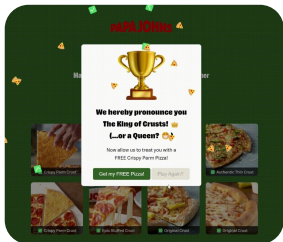


# 5. Is your app using gamification to engage users?

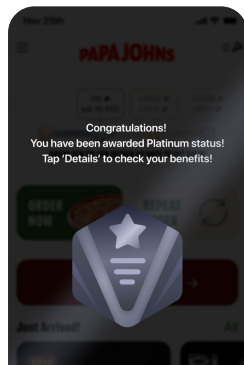
What you can have in your app:



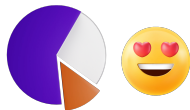
**Dynamic tiered loyalty system**  
focused on getting “one more order”



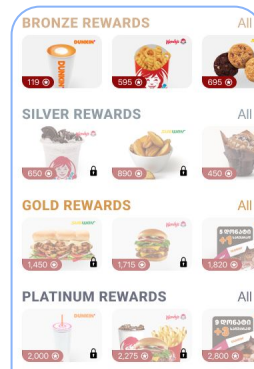
**Mini-games educating users**  
about the product



**Custom loyalty badges & animations for tier transitions design**



**Interactive surveys, quizzes, and other engagement minigames**



**Possibility to "lock" certain rewards behind the tiers**



**Cross-marketing framework**  
(3rd party reward catalogue items and 3rd party offer coupons)

**“Missions” for customers with unlockable badges**  
to increase engagement with the menu

**FLAVOR OF THE MONTH CHALLENGE**



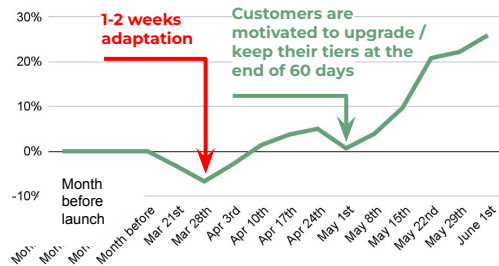


# Papa Johns Case Study

**PAPA JOHNS**

## Increase in number of high-paying customers

Top ARPU Cohort Growth in 2024 comparing to 2023



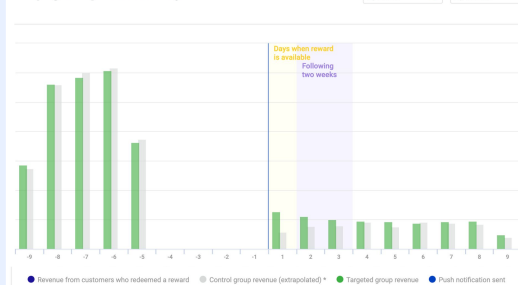
**+25.9%**

**Top ARPU cohort**

(# of customers who spent 500+ AED (\$136+) in the last 60 days)

## Incremental marginal profit from AI-powered personalized campaigns

Campaign's Impact on Order Dynamics



**+7 %**

**Monthly marginal profit from direct app & website orders**

**Papa Johns UAE won a PLATINUM award at the 2024 loyalty360 awards!**



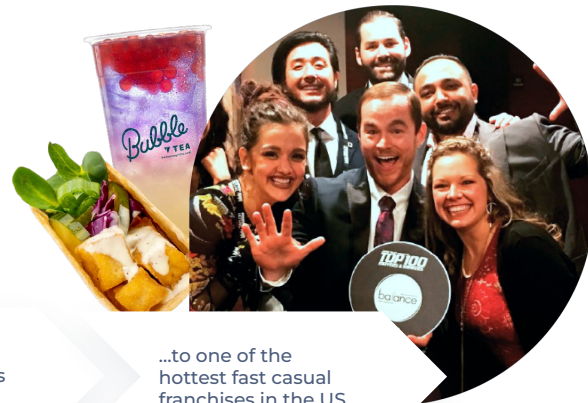
# What we stand for



Our mission is to **empower restaurant innovators** who prioritize **exceptional customer experiences**.

We achieve this by **being a dedicated partner** and delivering **game-changing business results**.

balance.



From a small team of restaurant enthusiasts in Toledo, OH...

...to one of the hottest fast casual franchises in the US.

**TOP 100 #5**  
MOVER & SHAKER

PAPA JOHNS



From a struggling Papa Johns franchisee with 99%+ of online orders being dependant on aggregators...

...to overcoming COVID, doubling sales in three years and winning Papa Johns Franchisee of the Year Award in 2023.



# LoyaltyPlant — a global leader in digital customer engagement for restaurant chains

**30+**  
countries

**600+**  
projects

**10+ years**  
international  
expertise



**PAPA JOHN'S**

**7 LEAVES**  
McLundys & Co.

**SECOND CUP**  
COFFEE COMPANY

**SUBWAY**

**L & L**  
HAWAII

**Carl's Jr.**

**The Fat**  
PIZZA

**Sumo**  
Sushi & Bento

**balance**  
PAN-ASIAN GRILL

**MISS MILLIE'S**  
AWESOME CHICKEN SINCE 1980

**COFFEESHOP**  
COMPANY

**fitlife x foods**

**NEW YORK**  
PIZZA

**Coolio**

**Shubine**  
Cafe

**sodexo**

**COFFEEHOUSE**  
Cafe

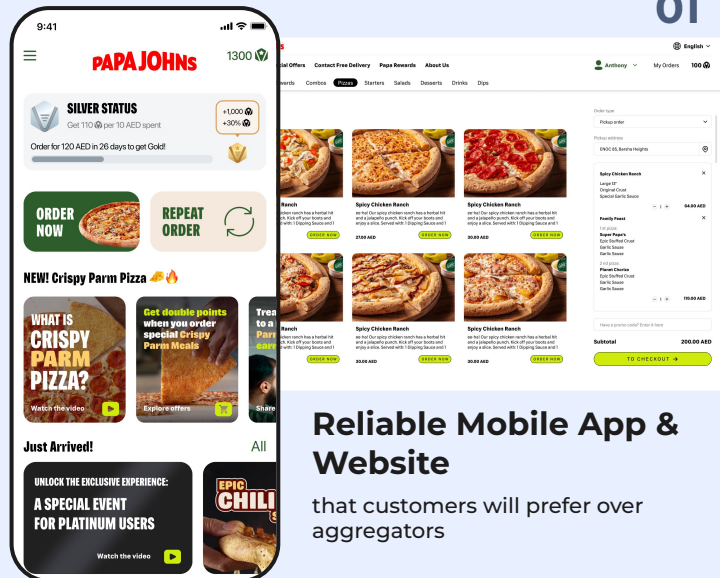
**oport**

**FRESH TASTE**  
LEBANESE  
OF LEBANON

# LoyaltyPlant – a full scale mobile engagement platform to drive repeat sales

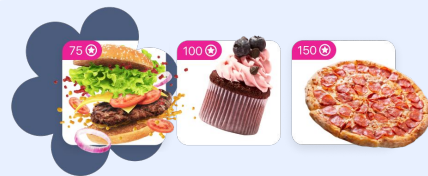


01



## Reliable Mobile App & Website

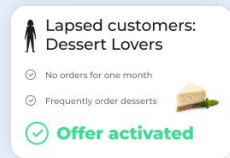
that customers will prefer over aggregators



## Loyalty & Gamification Engine

built for emotional brand experiences and gamification

02



## CRM with Personalized Offers

proven to drive repeat orders

03



## Customer Engagement Expert

laser-focused on your business KPIs

04



## Integrations

POS-system, Payments, Courier Services





# Ready to launch delivery right now?

Scan the QR code or follow the link to receive:

- ✓ Click [here](#) to get a complimentary analysis of your online sales channel to uncover strategic growth opportunities and maximize revenue potential

+1 347 942 6134

**loyaltyplant.com**

