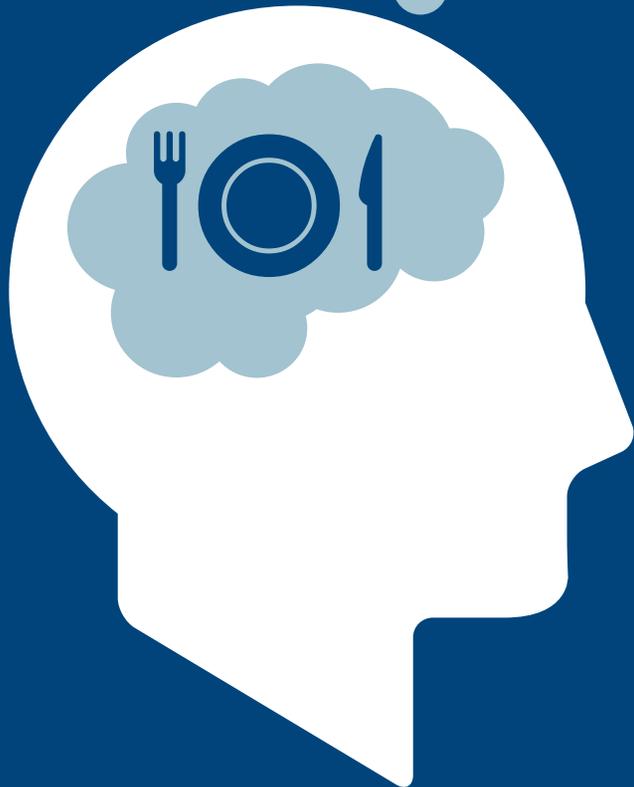


**WHAT YOU
DON'T KNOW ABOUT
DINING DECISIONS
COULD BE KILLING
YOUR SALES**





INCREASE RESTAURANT SALES BY

UNDERSTANDING & INFLUENCING

WHY CUSTOMERS DINE



It's not just about who they are

It's not just about Millennials or where they live. Times and needs are changing; focus on the why not the who.



It's about why they are choosing to dine

There are different customer needs for different occasions, and customers are doing their homework first. The right communication and motivation can make a difference.



You can influence the why

Looking at the right data can help make the right decisions about menus, customer feedback, and rewarding your customers. Data-driven communication gets the right message and incentive in front of the right audience at the right time to make a difference.

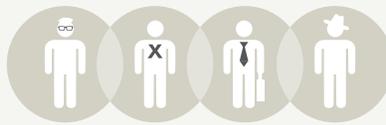


Choosing the right marketing platform

A deep understanding of consumer behavior, driven by actual dining data, can be used to influence customer dining decisions and motivate the visits and spend.

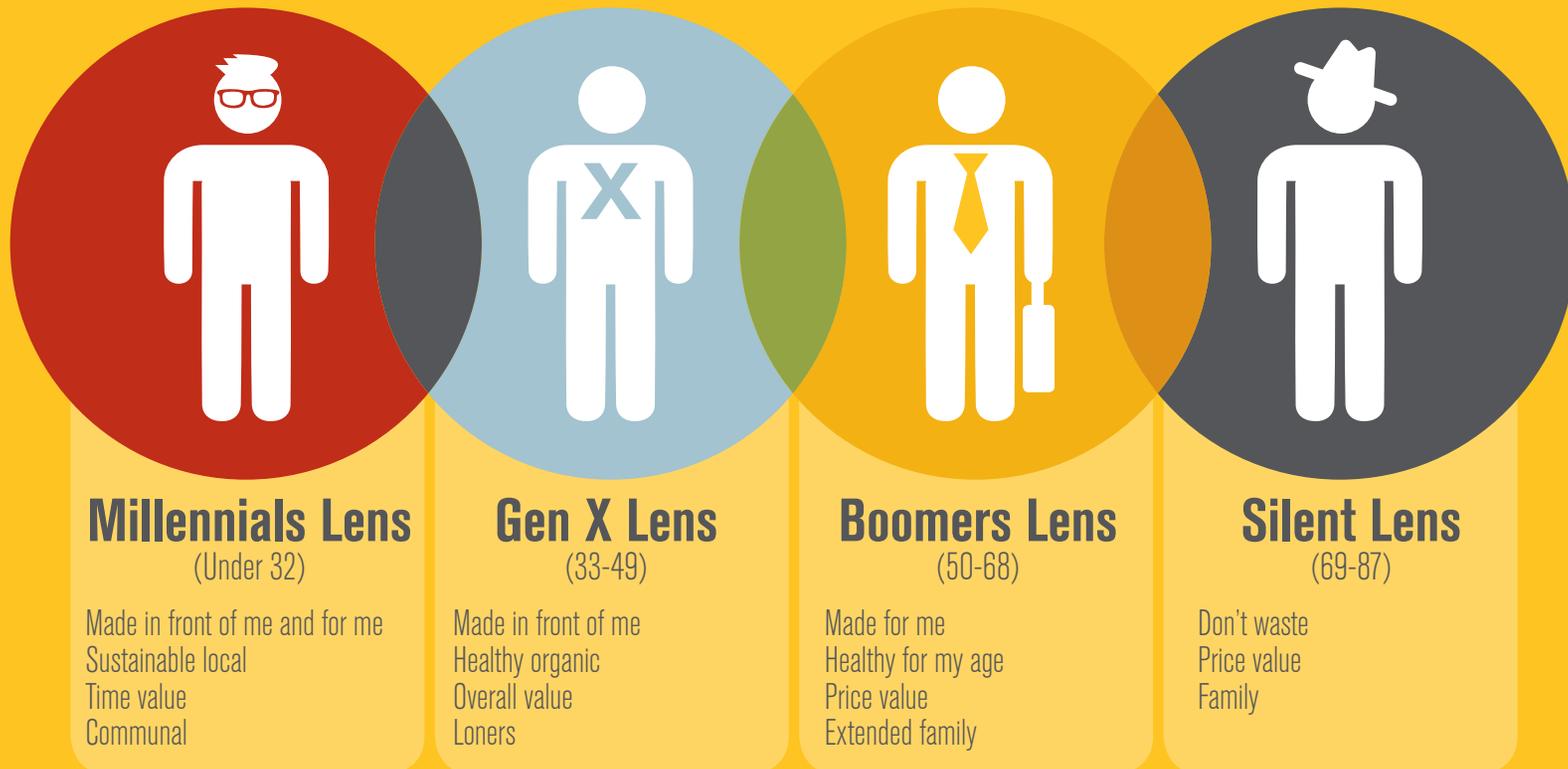


It's not just about **WHO** they are;
it's about **WHY** they're choosing to dine



Think beyond
GENERATIONS

All generations go out to eat – it's about the entire audience and their eating habits, and there is a lot of overlap that isn't always considered. Don't think about the generations as entirely separate buckets where you have to choose one or two. Think of the lens through which each views the world and understands the subtle differences in mindset and how that impacts dining decisions.





Think beyond
MEALS

The lines between traditional meals and times are blurring. People are busier than ever and there has been a cultural shift in how “meals” are viewed and consumed. Trends such as small plates, shareable meals, snacks, and “take and make” options continue to gain popularity with guests and change the landscape of restaurant offerings.

MEAL

Customers don't always think in terms of breakfast, lunch and dinner.

TIME

More mini-meals throughout the day are gaining popularity instead of traditional meal periods.

SNACK

Half of all eating occasions are snacks.



Hartman Group

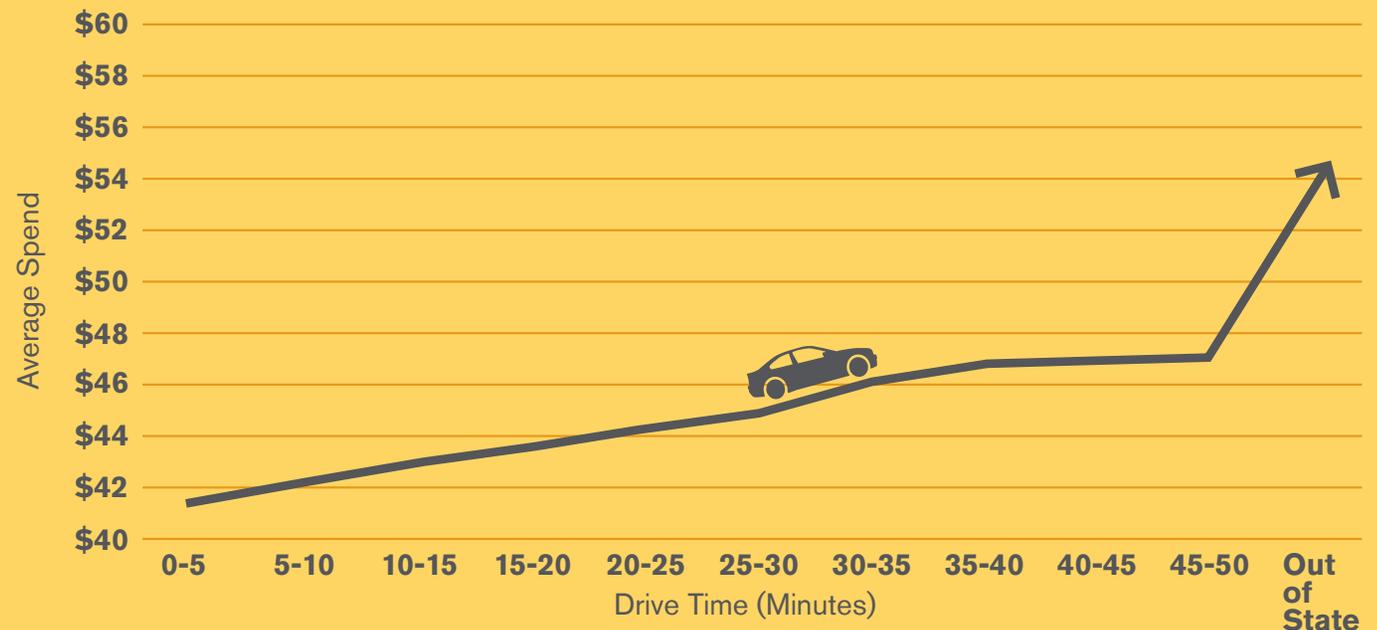


Think beyond LOCATION

Traveling is no longer a luxury, it's the norm, and in many cases a necessity for business. While your restaurant's location does play a large role in convenience, it isn't necessarily a consideration in experience.

Our transaction data shows that customers are willing to travel farther to dine for the right reason and to make it worth the effort. Not only does Rewards Network data show that customer spend actually goes up as the distance traveled increases, but that amount has also increased year over year.

In addition the highest average spend is from customers who travel out of state. Travel is no longer a luxury, but part of our everyday lifestyle. Distance is no longer a barrier in customer mindset.





INCREASING CUSTOMER VISITS

is about understanding **WHY** they make dining decisions



It's about the **WHY**

Every customer does not go out to eat for the same reason.

The driving factors behind dining decisions are centered around the occasion, the features of the anticipated experience, the incentive and the motivation that creates a tipping point in the dining decision, and the relevance and timeliness of the marketing at that tipping point.



Occasion

It's beyond the mealtime; it's about the occasion for which they are dining out – and their needs vary with each.



Features

The features that comprise the anticipated experience are based on information about the restaurant: reviews, ratings, recommendations, price, etc.



The Tipping Point

Customers need a reason to choose you over another restaurant – you need to differentiate yourself beyond the meal or experience.



Marketing

More than mass messaging, timely communication that is relevant to the consumer and to their dining occasion drives desired behavior.



It's about the OCCASION

There are different customer needs for different occasions that reach beyond generation or location. It is important to know where you fit into the equation so that you can meet the customer's expectations.

For example, a customer going out with friends treats their dining decision differently than one who is out running errands – even if they are the same age, from the same neighborhood and have the same income.

There are many different dining occasions to identify and consider; DATASSENTIAL defined 28 of them in their IFMA report. The emphasis is not on the 28, but on the definition and recognition of the occasion. Customers' needs and spends vary at those different occasions. We can assume that the more planning and effort they put into their decision, the more they are likely to spend and the higher their expectations are for that experience.

There are
28 dining
occasions
to consider.

WHERE DO
YOU FIT IN?

DATASSENTIAL IFMA Report



Dinner On the Way Home



Cheap Bite



Quick Bite



Running Errands



Casual Lunch



Casual Dinner



Relaxing at Home



Hanging Out With Friends



Hold You Over



Food for Energy



Last-minute Dinner



Social Gathering



Family Meal



Work Break



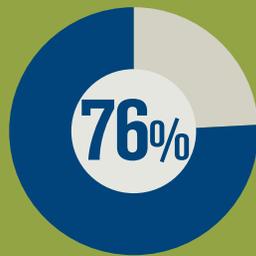
It's about the RESTAURANT'S ENGAGEMENT

REWARDS NETWORK DATA SHOWS CONSUMERS WHO
GOT A REPLY TO COMMENTS
DINED **20% MORE OFTEN** AND SPENT **16% MORE**



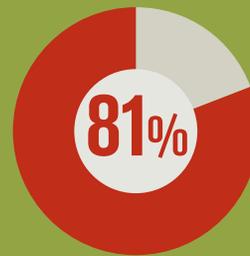
of consumers **research a restaurant online** before dining there

AIS Media



of consumers **consider online reviews** when choosing where to dine

FOHBOH



of consumers have searched for a restaurant on a mobile device in the **last 6 months**

Single Platform

Customers' expectations for their individual experiences are based on information about the restaurant.

Consumers are doing their homework - researching restaurants online, considering reviews, searching from their mobile device - with the amount of research and lead time varying by occasion.

What's out there about your restaurant matters and your involvement in that makes a difference.



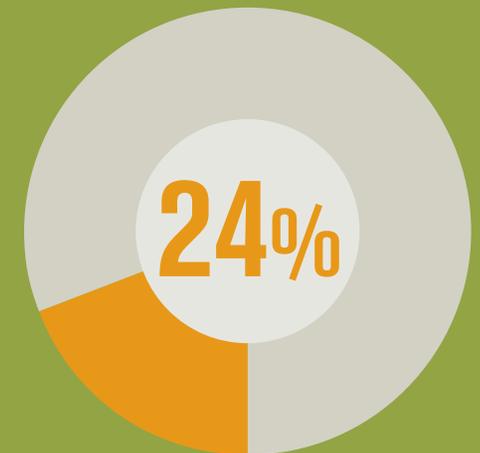
It's about the INCENTIVE & MOTIVATION



The right incentive makes a difference.

At the tipping point of the dining decision, the right kind of motivation will make a difference. Discounts are not always that incentive; occasion drives the need. Dining 10 times to earn a reward is a tough sell - customers often make their decision about their next meal out, not their next 10.

The biggest motivation that's proven to drive customers to dine is their own reward of choice. Gaining a reward that is valuable and personal to me (my vacation, my TV, my child's education, etc.) to do what I was planning to do anyway (dining out) is the tipping point. It matters every time.



lift in dining activity from loyalty members who were specifically targeted and rewarded for dining with their reward of choice

Rewards Network Data



It's about

RELEVANT & TIMELY MARKETING

78%
of users
prefer email
for marketing
messages

IDC and Facebook

Communicating when and where your customers are making decisions makes a difference. Email is still, surprisingly, the preference to receive marketing messages.



What's changed is that 47% of emails are now opened on a mobile device, and that percentage shifts every month. In other words: email must be mobile optimized or responsively designed or you **lose 47%** of your audience. Not only do email communications need to look good on a mobile device, but anywhere a customer goes from there must be mobile optimized or responsively designed as well. Mobile optimization is a must-have.

Litmus

9 out of **10**
mobile
searches
lead to
action

SearchEngineLand



You can **INFLUENCE** the **WHY**



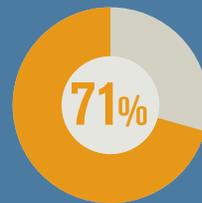
You can influence **OCCASION**

You can't control dining decisions, but you can make the choice easier with:

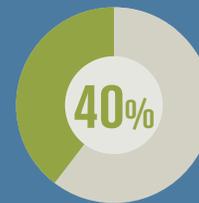
- Special attention for events
- Offer mini-meal options
- Convenient take-out
- Order ahead/call ahead seating

Knowing your customers' occasions and catering to those varying needs puts your restaurant in the consideration bracket for each of those occasions. Every experience should feel effortless, seamless, and personal, regardless of why they made the choice.

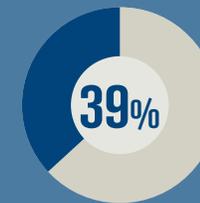
Knowing more about the snacking occasion can help you understand and attract those customers. As for the most popular snacking occasion:



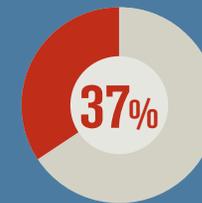
Mid-afternoon



Late night



Mid-evening



Mid-morning

Nearly half of consumers surveyed reported eating snacks between meals, and 45% replace a meal or two with snacks.

Technomic

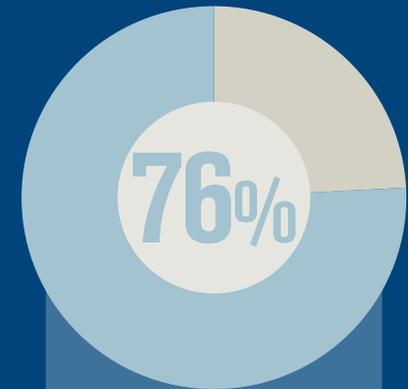


You can influence FEATURES



You may not be able to change what a customer says about you after they dine, but you can manage your online reviews (positive and negative) in a way that still influences future dining decisions.

- Read all reviews
- Respond to both positive and negative
- Act on feedback as necessary
 - Operational adjustments
 - Staff training
 - Menu updates



of consumers
consider online
reviews when
choosing where
to dine

FOHBOH

THE CUSTOMERS WHO GOT A REPLY TO COMMENTS
DINED **20%** MORE OFTEN AND SPENT **16%** MORE

Rewards Network®



You can influence

MOTIVATION & INCENTIVES

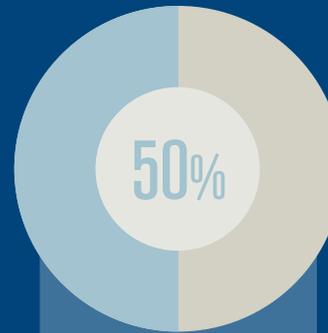


Give your customers a reason to choose your restaurant over another. Customers have a lot of choices and influences, so it often comes down to the extra incentive that is personally important to each individual.

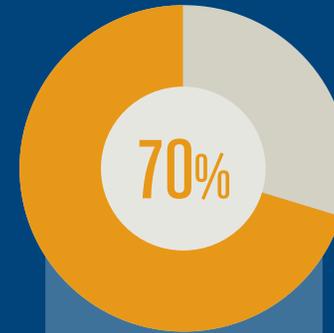
Offer meaningful and personal rewards.

- Avoid “one size fits all” rewards
- Provide personalized options

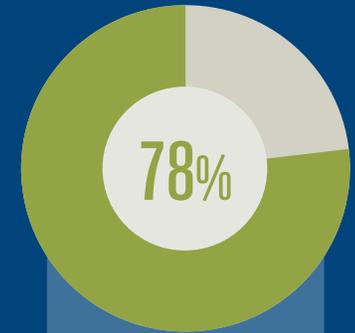
Be sure to reward desired behavior - increase customer visits and spend.



of consumers surveyed are members of one or more restaurant loyalty programs



of consumers surveyed participate in hotel loyalty programs



of consumers surveyed are members of airline loyalty programs

4,093 people were surveyed by Deloitte LLP



You can influence

COMMUNICATION



Be relevant and timely in your communications so that it is meaningful to each individual customer making their dining decision.

- Personalized and behavior-based marketing targets desired behaviors without losing the impact that mass communications may have
- Provide relevant information for the decision, such as rewards, menus, directions and reviews
- Be where your customers are at the time of their decision

Rewards Network data shows our behavior based email boasts a **67%** open rate and **10%** click through.

Digital
communication
must be mobile
optimized or
responsively
designed or you
lose **47%**
of your audience



A card-linked marketing platform
THAT WORKS



A card-linked program

REWARDS NETWORK

Rewards Network understands consumer behavior – and we have the data to prove it.



Uploaded **60,161**
content assets in a year



Sends over
154 million emails



Sends over **1 million**
comments to
restaurants every year



Houses over **11,000**
restaurants on the program



Reads over
13.5 million
transactions



Issues over **1 billion**
rewards every year



REWARDS NETWORK[®]

Rewards Network is a card-linked marketing platform that drives revenue for restaurants. We make it simple - there are no new processes or additional training for your staff members. It is a seamless implementation by us, for you.

HOW IT WORKS



01 REWARDS NETWORK and our PARTNERS entice consumers to join one of our frequent dining programs.

03 We drive **DINERS** using multiple marketing platforms.



02 **CONSUMERS** choose the reward they'd like to earn.



04 After dining at **PROGRAM RESTAURANTS**, diners complete reviews about their experiences to collect their rewards.



05 **RESTAURANTS** receive diner feedback in multiple forms.



To learn more about the Rewards Network dining loyalty program, contact **Cheryl Parsons**, Director of Client Marketing, Rewards Network at **312-291-5830**, at **cparsons@rewardsnetwork.com** or visit **www.rewardsnetwork.com/business-solutions**

