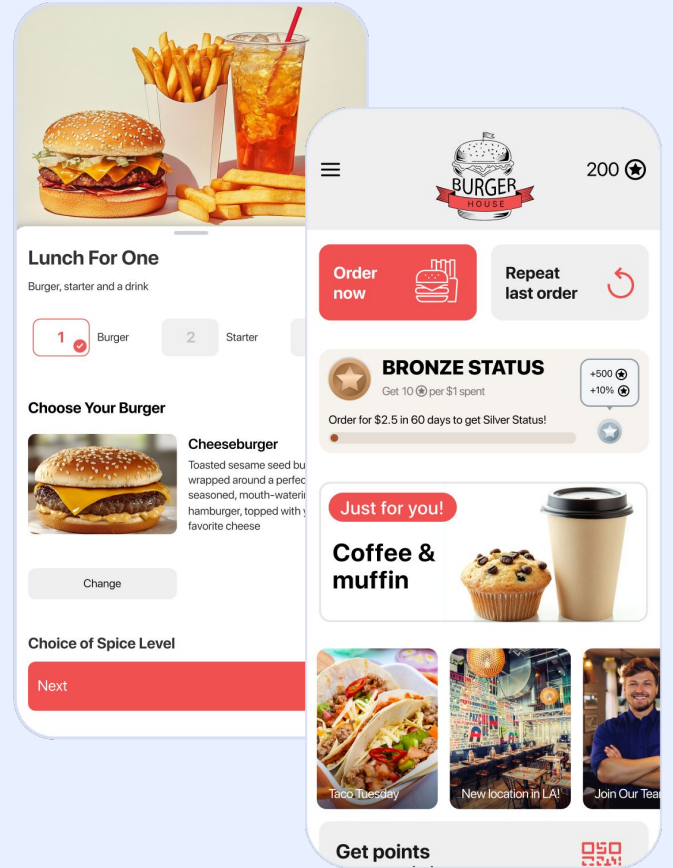




LoyaltyPlant

Mobile apps that mean business

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

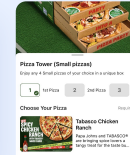
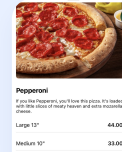
CHOCOLATE SCROLLS

VEGANS

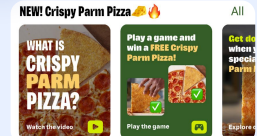
VEGGIE PIZZA



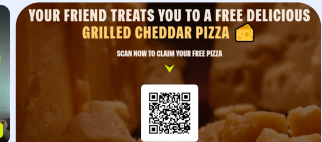
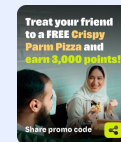
3. Ordering UX Focused on Upsell



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'll love this pizza. It's loaded with the best of mozzarella cheese and spicy sausage slices.

Large 12"	48.00 SR
Medium 10"	38.00 SR



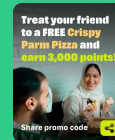
Choose Your Pizza

- Tossed Chicken Ranch
- Tossed Chicken Ranch

2. Emotion-focused brand communication



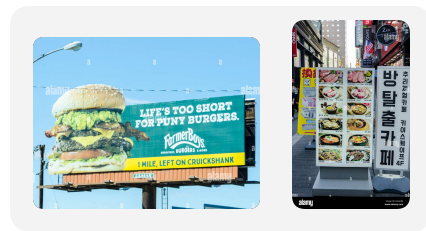
1. Recommendation-based New User Acquisition & Frictionless Onboarding



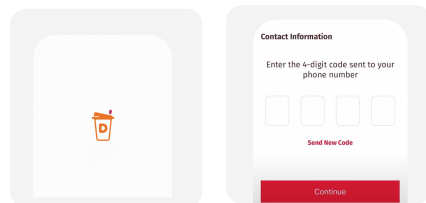
1. Is your app using recommendation-based new user acquisition and frictionless onboarding?

Do you have something similar now?

Growth Opportunities:

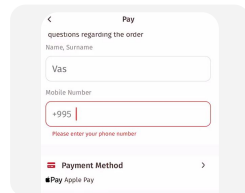


Good ATL app promotion, but no strong recommendation framework



Long app loading (10+ sec)

No "guest checkout"



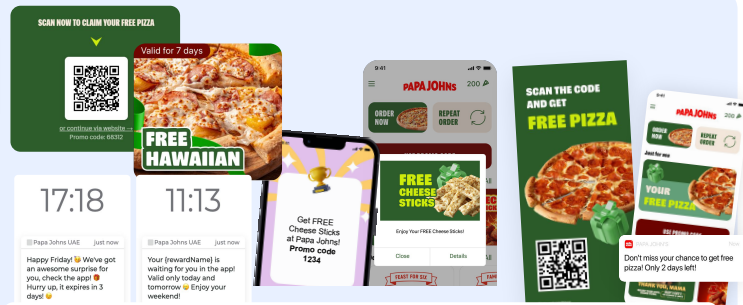
Not fully "tourist-friendly" with the phone restriction



Here is a promo code from me!
Use it to get complimentary cookie!

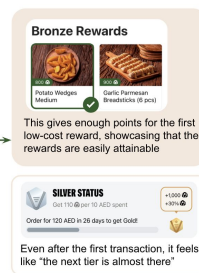
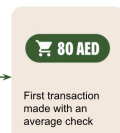
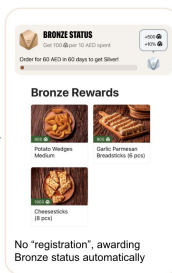
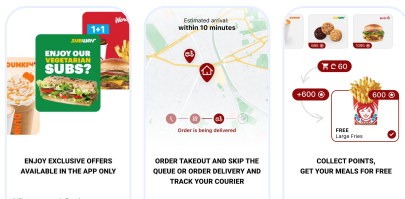


A recommendation framework that motivates all parties involved



"Smart" landing pages with "claim now & redeem later" offers + automated drip campaigns

Frictionless onboarding without any "speed bumps" with gradual engagement



5. Gamification



4. AI-powered personalization

DESSERT LOVERS

CHOCOLATE SCROLLS

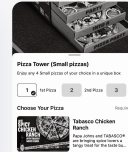
VEGANS

VEGGIE PIZZA

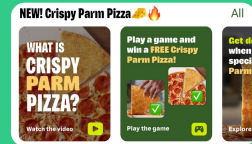
3. Ordering UX Focused on Upsell



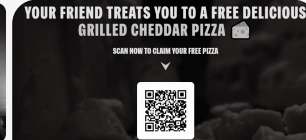
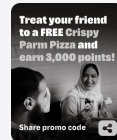
Pepperoni!
If you like PEPPERONI, you'll love this pizza. It's loaded with the best of every herb and also includes cheese.
Large 12" 48.00 SR
Medium 10" 38.00 SR



2. Emotion-focused brand communication

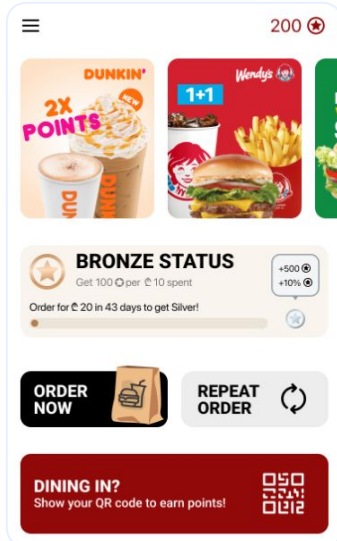


1. Recommendation-based New User Acquisition & Frictionless Onboarding

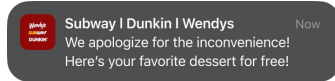
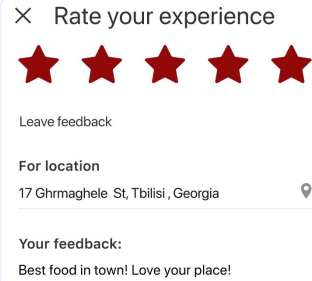


2. Is your brand communication emotion-focused and effective?

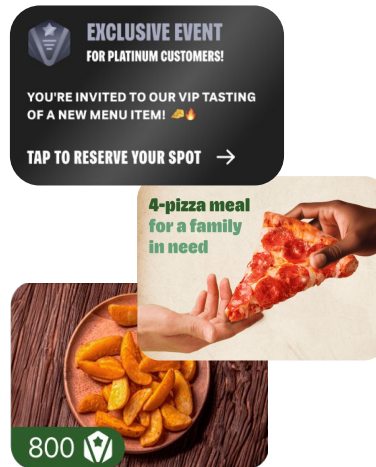
What you can have in your app & loyalty program:



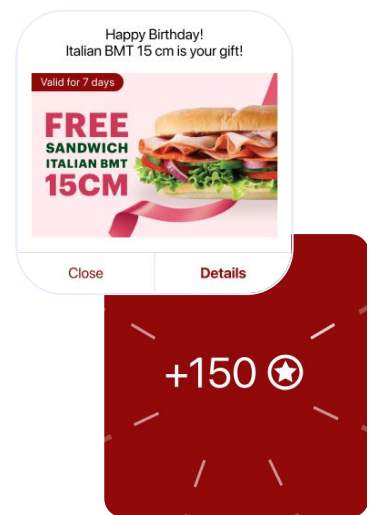
Personalized main screen with cross-brand communication



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'll love this pizza. It's loaded with the best of every herb and also includes cheese.

Large 12" 48.00 SR

Medium 10" 38.00 SR



Pizza Tower (Small pizza)

Enjoy the convenience of your choice in a stackable

1 1st Pizza 2nd Pizza

Choose Your Pizza

Tosses Chicken Ranch

Now open and Tabasco Sauce

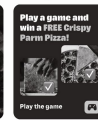
Now open and Tabasco Sauce

Now open and Tabasco Sauce

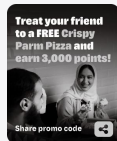
2. Emotion-focused brand communication

NEW! Crispy Parm Pizza 🍕

All

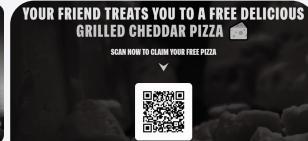


1. Recommendation-based New User Acquisition & Frictionless Onboarding



Treat your friend to a FREE Crispy Parm Pizza and earn 3,000 points!

Share promo code



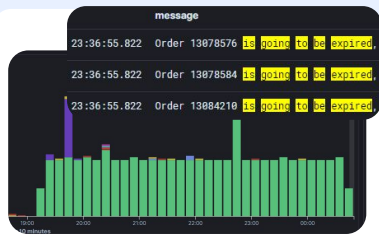
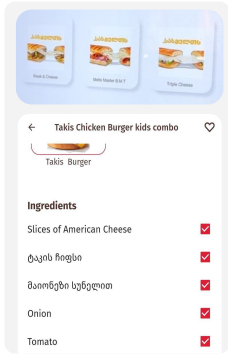
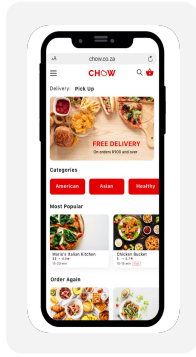
YOUR FRIEND TREATS YOU TO A FREE DELICIOUS GRILLED CHEDDAR PIZZA 🍕

SCAN NOW TO CLAIM YOUR FREE PIZZA

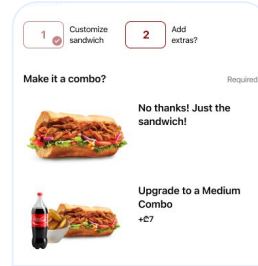
3. Is your ordering UX optimized for upselling?

Do you have something similar now?

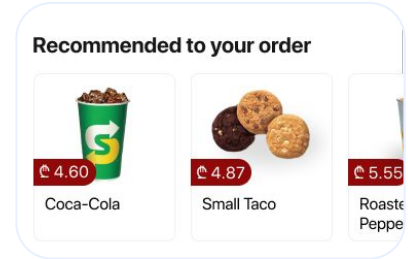
Growth Opportunities



24/7 support with proactive incident monitoring



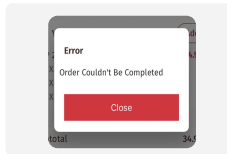
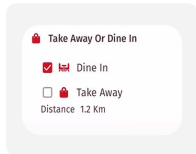
Upsell-focused ordering flow



Cart-based upsell

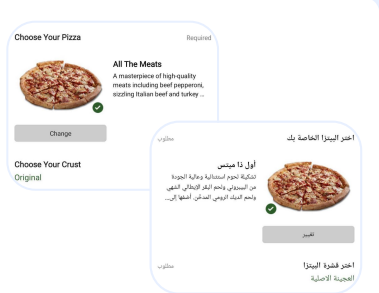
Do you have mouth-watering visuals in the menu?

Do you have multi-language support?

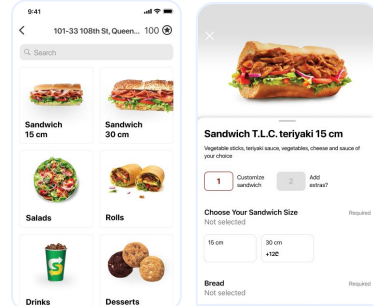


Do you have cross-brand delivery or takeaway flow only?

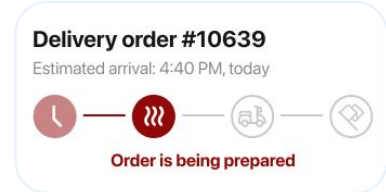
Proactive order failure monitoring might be missing



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

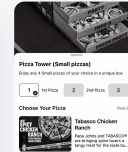
VEGANS

VEGGIE PIZZA

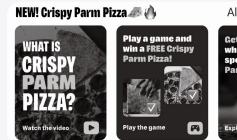
3. Ordering UX Focused on Upsell



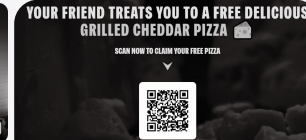
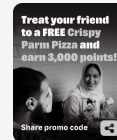
Pepperoni
If you like pepperoni, you'll love this pizza. It's loaded with the best of every cheese and also includes chicken.
Large 12" 48.00 SR
Medium 10" 38.00 SR



2. Emotion-focused brand communication



1. Recommendation-based New User Acquisition & Frictionless Onboarding



5. Gamification



4. AI-powered personalization

DESSERT LOVERS

CHOCOLATE SCROLLS

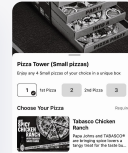
VEGANS

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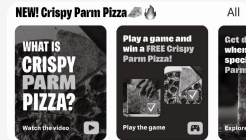
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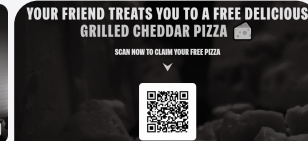
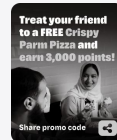
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Large 12" 48.00 SR
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2. Emotion-focused brand communication

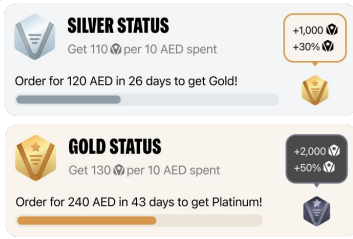


1. Recommendation-based New User Acquisition & Frictionless Onboarding

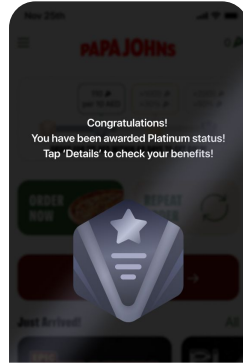


5. Is your app using gamification to engage users?

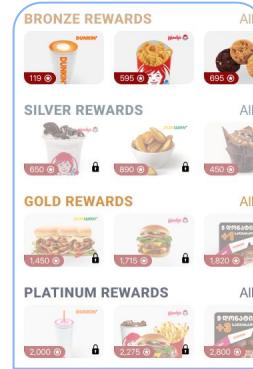
What you can have in your app:



**Dynamic tiered loyalty system
focused on getting "one more order"**



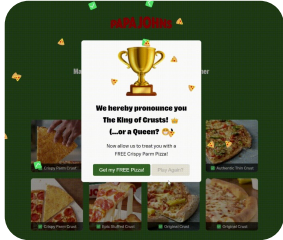
**Custom loyalty badges &
animations for tier transitions
design**



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



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



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



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

**"Missions" for customers with
unlockable badges**

to increase engagement with
the menu

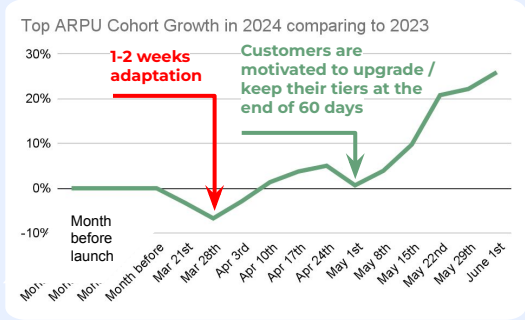
FLAVOR OF THE MONTH CHALLENGE



Papa Johns Case Study



Increase in number of high-paying customers



+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



+7 %

Monthly marginal profit from direct app & website orders

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



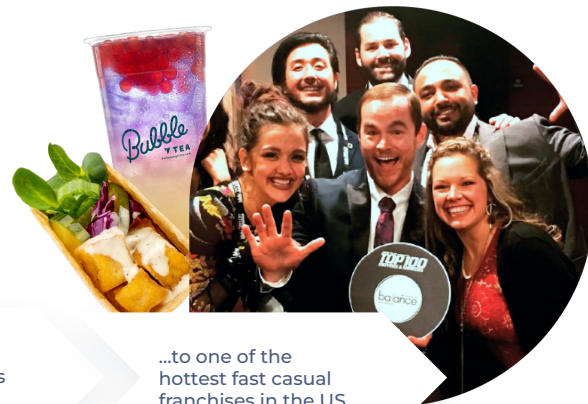
What we stand for



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



PAPAJOHNS

7LEAVES
MULTIPLY SUCCESS

SECOND CUP
COFFEE COMPANY

SUBWAY

L & L
HAWAII

Carl's Jr.

The Fat
Pizza

Sumo
Sushi & Bento

balance
PAN-ASIAN GRILLE

MISS MILLIE'S
AWESOME CHICKEN SINCE 1980

COFFEESHOP
COMPANY

fitlife x foods

NEW YORK
PIZZA

Coolio

Skylime

sodexo

COFFEEHUB • CAFEHUB

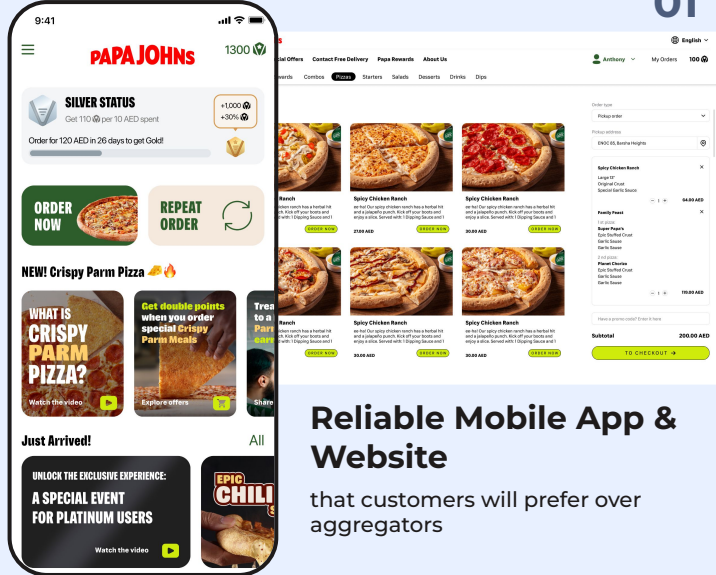
oportor

FRESH TASTE
LEBANESE
OF LEBANON

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

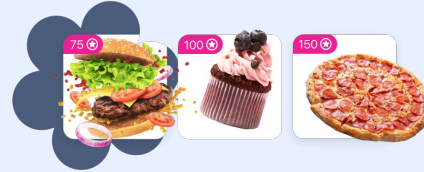


01



Reliable Mobile App & Website

that customers will prefer over aggregators

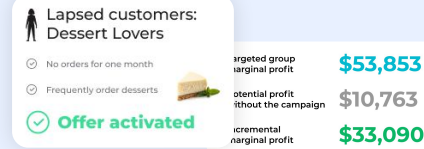


02

Loyalty & Gamification Engine

built for emotional brand experiences and gamification

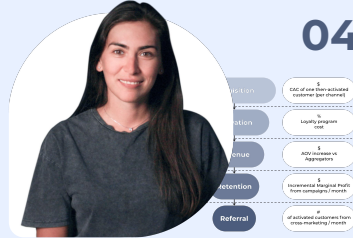
03



CRM with Personalized Offers

proven to drive repeat orders

04



Customer Engagement Expert

laser-focused on your business KPIs

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

