First Watch Implementing Sparkfly's Real-Time Transaction Analytics and Smart Promotions Platform

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ATLANTA, GA and BRADENTON, FL - First Watch Restaurants, Inc. announced today plans to introduce Sparkfly's transaction data capture and promotion tracking capabilities in all of its restaurants. The system will help to personalize offers and track marketing effectivity with First Watch customers. The new program enables the award-winning restaurant company to offer customers highly relevant digital promotions, which are targeted based on purchase behavior. Franchisees can now replace paper coupons with fraud-proof mobile offers and track their performance in real-time at the point of sale (POS).

Sparkfly's platform enhances First Watch's CRM and loyalty capabilities, allowing the marketing team to capture transaction data in real time and segment loyalty users based on purchases. First Watch will then be able to extend segment-specific offers to customers via email, SMS or social media.

"Thanks to Sparkfly, we now have a single, foundational, attribution platform that provides real-time data to our loyalty and CRM platforms. This opens the door for us to identify 'surprise and delight' offers that are best suited to our guests' interests and purchase habits," says Chris Tomasso, First Watch's President. "In addition, the digital promotion capability improves operational efficiency at the restaurant level because guests can easily redeem offers from their mobile phones with single-use codes. Managers no longer need to approve paper coupons or set up multiple promotions in our POS system."

First Watch will be integrating the real-time transaction data provided by the Sparkfly platform to their in-house CRM and decision engine platform to drive personalized communication and offers to their customers. This data will also support loyalty program development as First Watch works to capture a larger loyalty base that supports per restaurant revenue growth.

"Our work with First Watch is a great example of how powerful it is to bridge the usual gap between digital marketing programs and in-store transaction activity, in real time and at item-level," says Sparkfly CEO Catherine Tabor. "It works in two directions – the transaction data we capture drives smarter marketing programs, while our promotion tracking offers a clear view of how campaigns are performing."

Sparkfly's platform is integrated with over 20 leading point-of-sale (POS) vendors and supports both loyalty and acquisition marketing programs.

About Sparkfly:

The Sparkfly Offer Management technology platform allows Marketers to easily test innovative digital and mobile media channels, with the ability to understand the true ROI of campaigns. Real-time, item level attribution data directly from the merchant's point of sale gives actionable insights to Marketers while campaigns are still in market. Sparkfly's tracking capabilities allow brands and merchants to distribute offers across any channel, and tie the engagement with those offers back to the channel and the individual consumer. Sparkfly's single-use coupon codes and integration into the Point of Sale allows Campaign Managers to control the redemption of offers by channel, prevent digital coupon fraud, analyze basket size and basket contents for each offer redeemed in-store and optimize the campaign inflight. Sparkfly helps Marketers close the loop on digital offers redeemed in store. For more information, visit sparkfly.com.

About First Watch

First Watch specializes in award-winning, made-to-order Breakfast, Brunch and Lunch. A recipient of more than 200 "Best Breakfast" and "Best Brunch" accolades, First Watch offers traditional favorites, such as omelets, pancakes, sandwiches and salads, and unique specialty items like Quinoa Power Bowls, Avocado Toast and the Chickichanga. First Watch was named a 2015 Top Consumer Pick by Nation's Restaurant News and a 2014 Top Franchise Value by FSR Magazine. First Watch is the largest and fastest-growing daytime-only restaurant concept in the U.S. with more than 275 restaurants in 26 states, including more than 180 First Watch restaurants, 100 The Egg & I restaurants, one The Good Egg restaurant in Phoenix and one Bread & Company restaurant in Nashville. For more information, visit firstwatch.com.