

# Chipotle Mexican Grill

Chipotle centralizes cross-channel loyalty and offers campaigns using Sparkfly.



## The Challenge

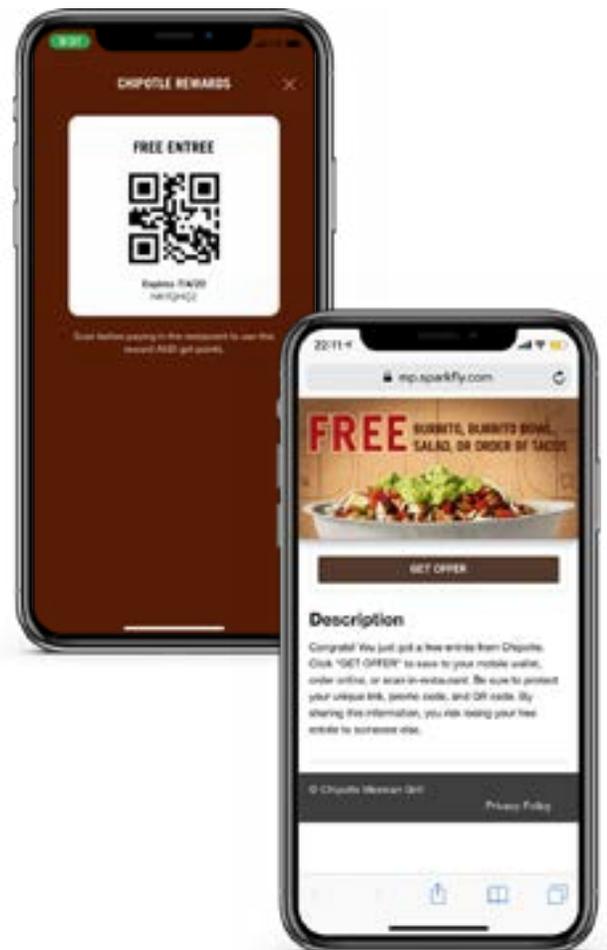
Chipotle was unable to provide loyal customers personalized offers and rewards. The digital team needed a centralized platform to manage their offer campaigns. The ability to innovate, test, and execute campaigns faster while providing a seamless customer experience was paramount.

## The Solution

Chipotle implemented Sparkfly's Offer Management Platform to drive loyalty and capture reward issuance and redemption across their ordering systems.

**With Sparkfly, they were now equipped to:**

- Provide a real-time capture and validation of loyalty rewards while mitigating fraud
- Maintain a single customer wallet for all offers and rewards
- Tie dynamic offers back to campaigns to measure revenue and campaign performance in real-time





Just as we are committed to using high-quality, real ingredients in our restaurants; using top-tier technology providers was critical to the success of our digital experience. Sparkfly allows us to dynamically interface with both in-store and above-store technology while providing all the capabilities we need to meet our long-term goals.

-CURT GARNER, CHIEF TECHNOLOGY OFFICER,  
CHIPOTLE MEXICAN GRILL



## Results

+100%

YOY GROWTH IN  
DIGITAL SALES

+3M

NEW LOYALTY ACCOUNTS  
ACTIVATED & SUPPORTED  
WITHIN THE FIRST 3 MONTHS  
(+15,000,000 TO DATE)

+10M

OFFERS LAUNCHED, TRACKED  
AND REDEEMED WITHIN THE  
FIRST 3 MONTHS

## Integrated Platforms



In-Store POS



Online Ordering



In-App Ordering



Loyalty



Email Service  
Provider



SMS



Print



Social Channels (I.e.,  
TikTok, Twitter, etc.)



Customer Contact  
Center



Business  
Intelligence



CRM



Accounting  
Software

## ABOUT SPARKFLY

Sparkfly is an offer management solutions company that helps marketers maximize customer acquisition and loyalty programs by connecting real-time consumer behavior with online and in-store sales.



**SPARKFLY**

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