

First Watch

First Watch partners with Sparkfly to personalize offers across all digital marketing channels.



The Challenge

First Watch wanted to distribute personalized offers help their loyal e-club members, however they were concerned about fraud. They wanted a platform that could ensure the offers sent out would not be duplicated and redeemed outside of the intended audience.

The Solution

First Watch deployed Sparkfly's Offer Management Platform to assist with fraudulent offer prevention.

With Sparkfly, they were now equipped to:

- Provide single-use, personalized offers and real-time validation tracking which eliminated duplicative use of offer codes
- Feel confident when launching new campaigns through their multiple marketing channels by using Sparkfly's easy to use, intuitive and scalable platform.





The digital promotion capability that Sparkfly offers improves operational efficiency at the restaurant level. Guests can easily redeem offers from their mobile phones with single-use codes and managers no longer need to approve paper coupons or set up multiple promotions in our POS system.

- CHRIS TOMASSO, CEO
FIRST WATCH



Results

140+

CAMPAIGNS

825K +

REDEMPTIONS

\$15M +

IN REVENUE
TRACKED

Integrated Platforms



In-Store POS



Email Service Provider



Online Ordering



In-App Ordering



Social



Print

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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