



FIRST WATCH

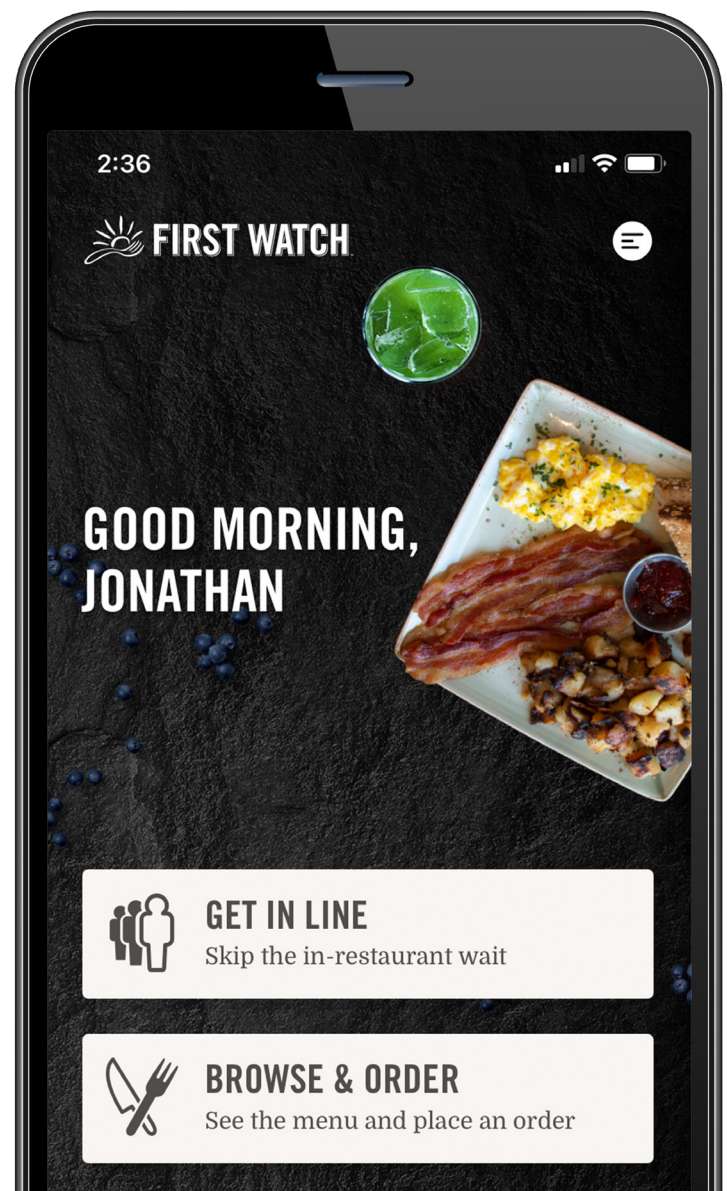
Sparkfly's strategy helped First Watch individualize its dining experience.

The Challenge

First Watch wanted to go beyond basic marketing segments and create a unique dining experience for each loyal customer – but they needed a strategy to capture all of the necessary preference data.

The Solution

Thanks to Sparkfly's single-use codes, First Watch was able to create a \$5 offer for each customer that updated his guest profile. With this enriched preference data, First Watch can now build a variety of targeted, triggered campaigns, like recommendations based on personal menu preferences and other tailored offers.





There's a whole world that opens with the more data you unlock about your guests. It's important for us to get that interest level data, rather than looking at demographic data. We're not segmenting people by age or gender... we're working toward interest, preference, and behavior-based campaigns.

– JUSTIN DAMBACH, ANALYTICS & CRM SUPERVISOR AT VERT DIGITAL, FIRST WATCH AGENCY



Results

RECORD-BREAKING OPEN RATE

86%

RECORD-BREAKING CLICK RATE

62%

165,000

GUEST PROFILES UPDATED
IN THE FIRST WAVE OF
THE CAMPAIGN

11,000

REWARD REDEMPTIONS

A REPOSITORY OF PREFERENCE
DATA TO POWER FUTURE
PERSONALIZED CAMPAIGNS

Offer Capabilities



In-App Ordering



Online Ordering



Mobile Engagement
Campaigns



Marketing Automation



In-Store POS

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.

