SPARKFLY + LUNCHBOX

Streamline the online ordering process for both customers and merchants so that you can redefine the guest experience, add a personal touch, and create surprises that customers love.

Sparkfly and Lunchbox have teamed up to empower merchants with new ways to surprise and delight customers through personalized, uniquely tailored offers, rewards, communications, and technology.

COMPLETE CUSTOMER JOURNEYS

Connect all of your offer management capabilities to your CRM or CDP and build data-driven personalized journeys for customers that send the next-best communication on the channels they use most.

COMBINE OFFERS AND ORDERS

By merging Sparkfly's offer management, digital wallet, and transaction services with Lunchbox's app ordering, online ordering, and CDP/journey builder, going from offer to order to "Delicious!" is seamless.

POWERFUL ACQUISITION

Thanks to our partnership, you can track guests who have not opted in yet, serve them social and digital ads through Lunchbox's CDP, and then use Sparkfly's offer codes for acquisition and data capture.
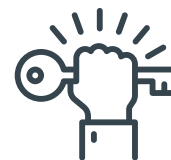
CAPTURE DEEPER DATA

Traditional points-based loyalty providers only capture 20-30% of guests. Combined, we capture up to 90% of guests using payment tokens, online orders, offer downloads, app engagement, and more.
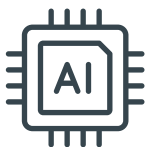
SMARTER SCIENCE

With our data science-backed machine learning and AI capabilities, you can differentiate between guests who you want to target for incremental visits versus an incremental spend — and vice versa.

REAL-TIME INSIGHTS

Sparkfly and Lunchbox both capture real-time behavioral data so you can make instant campaign optimizations and create powerful digital experiences and activations that drive stronger engagement.

UNMATCHED FLEXIBILITY

Whether your customers order in-store at the counter, kiosk, or table, order through a 1st or 3rd party online service, or even order from the parking lot, we'll capture all the same insights.

RETARGET WITH EASE

Between Sparkfly's real-time offer redemption data and Lunchbox's real-time marketing capabilities, you can retarget individual customers based on their actual purchase or non-purchase behavior.