

Chipotle Mexican Grill

Chipotle turned to Sparkfly to centralize its cross-channel offer and loyalty campaigns.



The Challenge

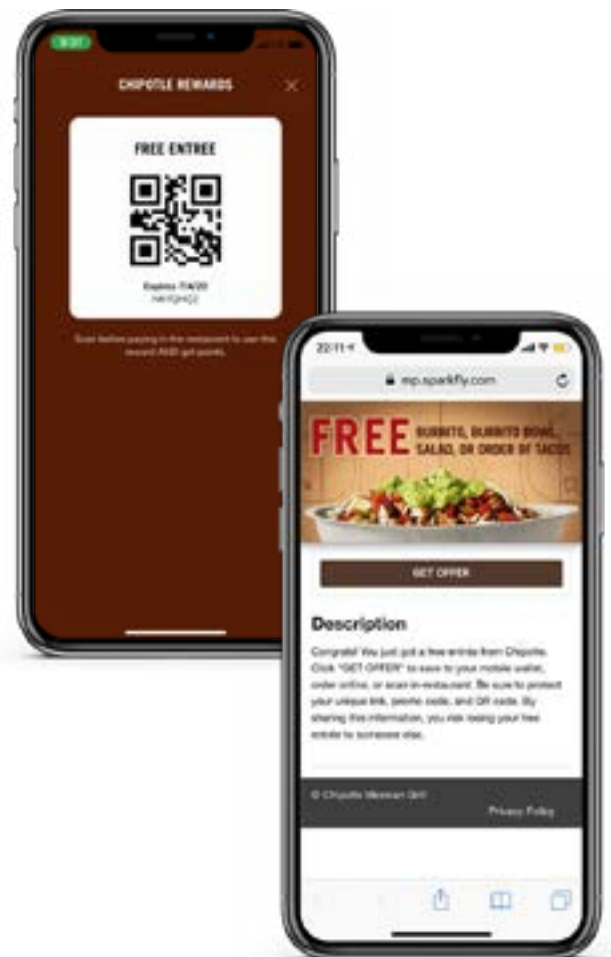
Chipotle knew how important it was to innovate, test, and execute personalized campaigns quickly but didn't have the platform to do it.

The Solution

Chipotle uses the Sparkfly platform to provide personalized offers then capture loyalty rewards, tie dynamic offers back to campaigns, and measure revenue in real-time. One customer wallet manages all offers and rewards, and there are protections to mitigate fraud. They've created a seamless customer experience that's just as seamless to manage.

With Sparkfly, they were now equipped to:

- Capture and validate loyalty rewards in real-time
- Measure campaign ROI across channels in real-time
- Give customers a single wallet to house all offers and rewards





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

\$3.6B
DIGITAL SALES

21M+
NEW LOYALTY ACCOUNTS
ACTIVATED

100M+
OFFERS LAUNCHED,
TRACKED AND REDEEMED

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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