

&pizza

How &pizza used Sparkfly to drive personalized offers at scale.



The Challenge

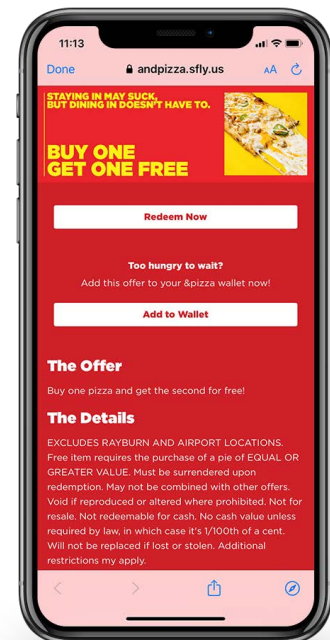
The existing solution offered limited personalization or promotional capability and no scalability. Its shortcomings highlighted the need for a centralized solution, seamlessly integrating &pizza mobile app, POS and online ordering.

The Solution

&pizza implemented Sparkfly's award-winning Offer Management Platform.

With Sparkfly, they were now equipped to:

- Create dynamic single-use offer codes for closed loop attribution and personalization
- Distribute personalized offers across digital, print and other channels
- Launch a digital wallet where customers could store rewards plus offers across channels
- Allow loyalty members to accrue points via in-store transactions





Sparkfly's industry expertise and support have been a driving force behind our digital success. They have been responsive and creative and enabled us to develop and deploy campaigns that are timely and relevant for our customers.

- DARIEN BATES, HEAD OF DATA + GUEST EXPERIENCE
&pizza



Results - In just 12 months, &pizza:

160+
CAMPAIGNS

100K+
REDEMPTIONS

\$1M+
IN INCREMENTAL
REVENUE

Integrated Platforms



In-Store POS



Online Ordering



Loyalty



In-App Ordering

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

Contact Us: sales@sparkfly.com