

Reinventing the Restaurant Industry with Data-Driven Dining

Tap into a new level of sophistication with easy analysis, insights, and guest segmentation

Sparkfly and Bikky teamed up to give QSR customers insights at their fingertips so they can seamlessly optimize their marketing, menu, and operations with guest data.

What Bikky Offers

With Bikky, brands like Bojangles and Long John Silver's have a clear understanding of how their marketing, menu, and operations impact guest traffic and frequency.

By connecting with your entire tech stack—from POS to loyalty—Bikky delivers insight on up to 90% of your guest base, empowering you to make informed, fast decisions that drive incremental sales.

The Sparkfly-Bikky Partnership

Sparkfly and Bikky have integrated offer, loyalty, and purchase data managed by Sparkfly along with other data sources into Bikky's customer data platform for prescriptive analysis, segmentation, and retargeting creating a more intelligent customer engagement strategy to drive revenue for our mutual customers.

Bikky's integration to Sparkfly's Digital Wallet enables real-time delivery of offers and rewards into customers' web and mobile app rewards wallets, which supports the trackability of both customer engagement and retention strategies.

“By incorporating this cutting-edge technology into one 360° engagement ecosystem, we're excited to seamlessly blend the online and in-store experience and cater to today's modern, digital-first consumer.”

JASON ANTONY

DIRECTOR OF DIGITAL MARKETING, LONG JOHN SILVER'S

Joint Customers

