SPARKFLY + **ITERABLE**

Explore Iterable & Sparkfly's Dynamic Partnership

Improve impact, enhance engagement, and drive performance

With Sparkfly and Iterable, restaurant brands can offer personalized reward programs based on first-party insights and buying behaviors, maximizing engagement and driving ROI.

What Iterable Offers

Iterable is a leading cross-channel enterprise customer engagement platform that harnesses guest data from across a restaurant's tech stack to boost retention, lower acquisition costs, and do more with less.

With Iterable, brands drive high conversions by delivering individualized and dynamic communications that engage customers throughout the entire lifecycle.

The Sparkfly-Iterable Partnership

Iterable and Sparkfly have established a real-time bi-directional integration to enhance offer management, loyalty experiences, and customer engagement for web and mobile orders, replacing legacy all-in-one platforms with two innovative platforms working collaboratively.

Sparkfly and Iterable integrate to create a complete customer engagement ecosystem including intelligent messaging (Email, SMS, App), offer management, and loyalty programs. Iterable's ability to distribute Sparkfly's 1:1 offer and reward codes to known members within their customer database allows for end-to-end tracking of purchase and non-purchase behaviors. The data collected is leveraged by marketers to create smart segments and journeys that trigger communications and offers maximizing customer engagement.

> "Enhancing our guest engagement program is critical for our brands as guests have now adopted a digital-first mindset when it comes to making decisions about their dining experiences."
>
> **MARY NEWELL**
> TEXAS ROADHOUSE SENIOR DIRECTOR OF BRAND MARKETING

Joint Customers

TEXAS ROADHOUSE • PENN STATION EAST COAST SUBS • ROUND TABLE PIZZA ROYALTY