

CASE STUDY

Restaurant franchise with 13 locations across 3 states generates 2,300+% historical ROI with mobile marketing and digital loyalty efforts.

Pizza Pie Cafe utilizes a combination of tools to drive participation, including an onsite digital loyalty kiosk at each location which captures and build a powerful database of opted-in contacts. Contacts can join a birthday club and also received weekly text offers with a “share” feature to drive a viral growth..

ABOUT US

iVision Mobile is a 16 year veteran and pioneer of the mobile industry, providing powerful communications technology to 8,000+ businesses across a variety of industries, with an emphasis on QSRs, dining establishments, brick and mortar and online retailers, healthcare providers, financial institutions, and more.

PIZZA PIE CAFE

Founded in 2005 in Rexburg, Idaho, Pizza Pie Cafe offers All-You-Can-Eat buffet style dining in 13 locations across Idaho and Utah.



PizzaPieCafe
ALL-YOU-CAN-EAT PIZZA-PASTA-SALAD

THE RESULTS

326K

Customers Joined Loyalty Program

21K

Monthly Kiosk Interactions

28%

Coupon Redemption Rate