

# CASE STUDY

**POKITOMIK Franchise implements Digital Kiosk technology to drive loyalty rewards and build a powerful database of opted-in customers.**

POKITOMIK tapped iVision Mobile to activate a spending-based loyalty program for their customers, along with a birthday club, weekly offers and inactive customer alerts to increase retention.

## **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.

## **POKITOMIK**

Founded in 2018, **POKITOMIK** is a new multi-unit franchise based in Los Angeles with 5 current locations in the greater Los Angeles area. The company is in the initial roll out phase for their franchising opportunity with 3 new locations opening this summer.



**POKITOMIK**

## **THE RESULTS**

**12K+**

**Customers Joined Loyalty Program**

**\$15K**

**2023 Projected Total Costs**

**\$250K+**

**2023 Projected Messaging Revenue**