

CASE STUDY

RESTAURANT FRANCHISE

Pizza Pie Cafe generates a 2,300%+ historical ROI with texting and digital loyalty

Pizza Pie Cafe · 13 locations in Idaho and Utah

2,300%+

Historical ROI

326K

Customers joined loyalty program

21K

Monthly kiosk interactions

28%

Coupon redemption rate

THE RESULTS

Pizza Pie Cafe combines several tools to drive participation, starting with an on-site digital loyalty kiosk at every location that captures opted-in contacts and builds a powerful customer database.

ABOUT PIZZA PIE CAFE

Founded in 2005 in Rexburg, Idaho, Pizza Pie Cafe offers all-you-can-eat buffet-style dining at 13 locations across Idaho and Utah.

**A loyalty kiosk at every location**

Each restaurant has an on-site digital loyalty kiosk, logging 21K customer interactions every month.

**Birthday club and shareable weekly offers**

Contacts can join a birthday club and receive weekly text offers with a share feature that spreads each offer to friends and drives viral growth.

TOOLS USED

- ✓ Digital loyalty kiosk
- ✓ Birthday club
- ✓ Weekly text offers
- ✓ Share-to-friend feature
- ✓ Mobile coupons

ABOUT IVISION MOBILE

Since 2006, iVision Mobile has helped businesses, organizations and agencies reach people by text. Its platform combines SMS and MMS marketing, a digital loyalty kiosk and two-way messaging, with 45,000+ users and 3.5B+ messages delivered.

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