

CASE STUDY

QUICK-SERVICE RESTAURANT FRANCHISE

POKITOMIK makes digital loyalty its #1 revenue tool and earns 500+ new Google reviews in one week

POKITOMIK · 13 locations in the greater Los Angeles area

\$250K+

Revenue generated in 2023

\$15K

Total costs in 2023

20K+

Customers joined loyalty program

500+

New Google reviews in one week

THE RESULTS

In early 2021, POKITOMIK tapped iVision Mobile to launch a spend-based loyalty program, along with a birthday club, weekly offers and inactive-customer alerts to increase retention. The program is now the #1 revenue-generating tool for its franchisees.

ABOUT POKITOMIK

Founded in 2018, POKITOMIK is a multi-unit franchise based in Los Angeles with 13 locations in the greater Los Angeles area and more on the way.

**Spend-based loyalty at the kiosk**

Digital kiosk technology powers a spend-based loyalty program and builds a growing database of opted-in customers.

**Review requests by MMS**

Each store sent its opted-in contacts a personalized, location-specific MMS asking for a Google review, with 50% off their next order for a screenshot of the review. In one week, reviews rose 90% and the average star rating climbed from 4.43 to 4.65.

TOOLS USED

- ✓ Digital loyalty kiosk
- ✓ Spend-based rewards
- ✓ Birthday club
- ✓ Weekly offers
- ✓ Inactive-customer alerts
- ✓ MMS review requests

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.

Get results like these

Try iVision Mobile free for 14 days. No credit card required.

ivisionmobile.com

(866) 655-5302

POKITOMIK · REPUTATION RESULTS

Google reviews by location, one week

Review counts and average Google star rating before and after the MMS review request, February 5 to February 12, 2024.

+517

new Google reviews

+90%

increase in total reviews

4.43 → 4.65

average star rating

Store location	Reviews 2/5/24	Reviews 2/12/24	Rating 2/5/24	Rating 2/12/24
Westwood	15	26	4.4	4.6
Valencia	29	51	4.5	4.5
Thousand Oaks	84	136	4.8	4.9
Simi Valley	45	108	4.3	4.5
Riverside	36	82	3.8	4.4
Palmdale	44	117	4.8	4.9
North Hollywood	87	149	4.6	4.7
Northridge	11	80	4.6	4.9
Montebello	39	73	4.2	4.5
Glendale	114	148	4.4	4.5
Canoga Park	19	40	4.5	4.5
Burbank	50	80	4.9	4.9
Totals / average	573	1,090	4.43	4.65

Get results like these

Try iVision Mobile free for 14 days. No credit card required.

ivisionmobile.com

(866) 655-5302