



RESTAURANT MOBILE APPS MUST INCLUDE

Most restaurant apps already include location, menu and nutritional information, but consumers' expectations have been raised. Here are 5 features to consider adding to your mobile platform to meet their changing demands, and some notable examples of early adopters.

1. LOYALTY

The cost of acquiring a new customer is more than 5 TIMES the cost of keeping an existing one.



My Starbucks Rewards was the first to market in the coffee space; users

INCREASED BY 86%

in 2013 compared to 2012.



Customers engaging in Earl of Sandwich's Punchh-powered mobile loyalty program

SPEND 22% MORE



Marble Slab Creamery's loyalty points program, by Mercury Loyalty; transactions

INCREASED BY 50%



Carl's Jr. franchisee Star Chasers Oklahoma, with Tetherball, yielded mobile reward redemption rates at

30%

AND A 20:1 ROI



The amount of Pinkberry's in-store transactions that take place via its mobile loyalty app is

32%

2. PAYMENTS

The mobile payment industry is forecasted to account for \$1 trillion in global transactions by 2015.



Starbucks has

10 MILLION ACTIVE USERS

GENERATING 4 MILLION transactions per week.

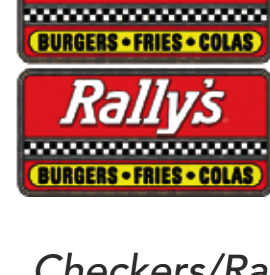


3.5 MILLION

downloads of Dunkin's payment and gifting app in its first year.



Subway is testing payments through Paydiant.



Checkers/Rally's and Sonic Drive-In selected CARDFREE to deploy m-commerce platforms.



Dairy Queen selected Moizido LLC for a payments pilot.



Tim Hortons, with First Data Corporation, launched tap and scan payments via BlackBerry, iOS and Android.

3. LOCATION-BASED MARKETING

38% of U.S. consumers have used a mobile coupon to purchase a product in-store.



Quiznos' location-based campaign, with Sense Networks, led to a

20% JUMP IN REDEMPTION



A Nevada Papa Murphy's SMS campaign led to a

174% INCREASE

in normal business.



Auntie Anne's mobile ad pilot, with Coca-Cola, Millennial Media and Sparkfly, offered real-time redemption and analytics.



McDonald's McD App, in test at 1,000 units, features offers and coupons.



White Castle's Text2Crave app pushes promos to fans when they're near a restaurant.

4. ORDERING

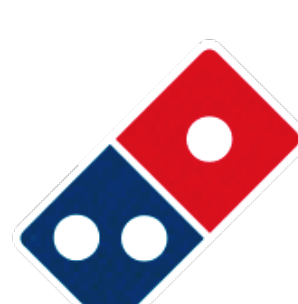
35% of restaurant mobile apps include an ordering option.



About

15% OF ALL ORDERS

now come from a mobile device.



Domino's has an Android, iPhone and Windows Phone 8 app:

40% OF ALL ORDERS

are now digital.



More than

45% OF ALL ORDERS

come from digital channels, including mobile.



Tim Hortons' TimmyMe app allows users to place a group order.



Taco Bell plans to rollout mobile ordering in 2014.



Jersey Mike's app, with Splick-it, allows customers to order and pay, and manage loyalty rewards.

5. ENTERTAINMENT/FUNCTIONALITY

Keep customers engaged in your brand.



Blimpie's Blimpie Run app features a game with the brand's mascot, Del E. Fresh, and the chance to earn rewards.



A&W's app features its mascot Rooty burping the alphabet.



Bojangles' app includes a digital cornhole game and a "stomach growl" alarm.



Chipotle's "The Scarecrow" is an arcade-style adventure game for iOS.



Krispy Kreme's Hot Now app alerts fans when a location has hot, fresh doughnuts.

DON'T FORGET THE BASICS

Your branded app is not complete without:

Restaurant Locator • Menu • Nutritional information

Sources: thinkwithgoogle.com/mobileplanet/en/qitttle.com/blog/2012/07/16/restaurant-statistics-offer-successful-mobile-marketing-examples/

Information about brand examples was provided by the actual companies or company franchisees and originally appeared on QSRweb.com, PizzaMarketplace.com or FastCasual.com throughout the past year. Because of the fast-paced adoption of mobile, some of this data may now be different.



think mobile first.

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