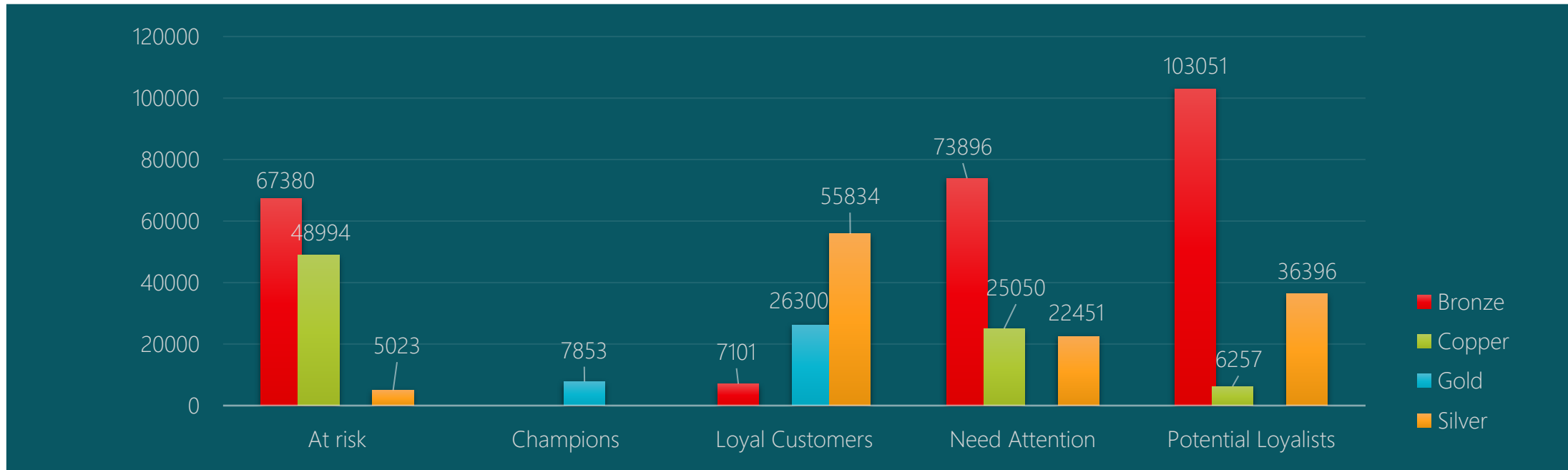


• RFM Customer Segmentation •



Campaign Strategies in various segments

Champions

They can become early adopters for new product and will help promote the brand.
REWARD these Customers.

Loyal Customers

Up-sell higher value meals.
Keep them engaged and ask for reviews.

Potential Loyalists

Offer membership or loyalty programs.
Recommend other restaurants and cuisines.

Need Attention

Reactivate them and provide limited time offers.
Recommend new restaurants or meals based on purchase history.

At Risk

Send them personalized email or other messages to reconnect.
Provide good offers and share valuable resources.