

Understand your customers

Increase order frequency, loyalty and grow your market share in a competitive market.

Challenges:

Restaurant industry leaders seek to reimagine the dining experience in order to remain the preferred choice.

Over the last decade restaurant brands are undertaking digital transformation to understand their customers. From in-store kiosks to ordering apps and loyalty programs, restaurant's are creating digital products to meet evolving customer preferences for improved speed and ease of check-out. As customers become more digitally savvy, their expectations of how brands serve them evolve. Investments in digital range from improved app experiences to gift card redemption and loyalty programs — all so that businesses can build better customer relationships at scale.

Solutions:

Provide cross-channel insights, improve customer value and deliver seamless digital experiences to drive loyalty.

Amplitude product intelligence helps teams attract and retain customers, increase sales and understand how digital initiatives impact in-store experiences. **A top three chain of hamburger fast food restaurants leverages product intelligence to drive frequency of digital orders which they have seen grow over 200%.** They also measure the impact that special offers have on loyalty. Another leading restaurant brand analyzes how different customer segments leverage digital ordering vs drive thru or in-store, to make improvements to cross channel experience and improve customer satisfaction.

Top Use Cases:

The top five challenges that Amplitude helps the restaurant industry solve:

- Identify what combos and pairings **drive purchases**
- **Drive upsells** with programmatic promotions
- **Enhance marketing efficiency** to improve margins ([Rappi ↓ 30% CAC](#))
- **Drive repeat purchases** with bounce-back coupons to enhance loyalty
- **Increase purchase frequency** with personalized campaigns and experiences

Industry Quote:

“We are a burger company, that is our product. It’s not a website. But to stay relevant, we have to do a lot more than sell Whoppers. Today more than ever it’s important for us to think about experiences people are going to have with the Burger King brand that will be relevant and establish a meaningful, emotional connection.”

Elie Javice, VP of Tech Product Management from Restaurant Brands International (Burger King)

 [How to Maximize Marketing Impact with Creativity and Data: Marcelo Pascoa and Elie Javice from Burger King](#)

THE FOLLOWING RESTAURANT INDUSTRY LEADERS USE AMPLITUDE:



Product Analytics

Data Management

Behavioral Targeting

PRODUCT INTELLIGENCE

Amplitude empowers teams to use their customer behavior data to convert and retain customers.

*“Product Intelligence with Amplitude helps us not only answer what happened, but **why** it happened.”*

Director of Product Analytics, Under Armour

40,000+

Applications

28 trillion

User behavior actions

25

Fortune 100 customers

What is Product Intelligence?

ASK

Product analytics to explore behavioral data

ACT

Align on decisions, integrated across workflows and tech stack to drive action

MEASURE

Tie releases to impact & track users over time

SHARE

Collaborate, manage teams, and govern data in a secure environment

ONE HOUR TO ANSWER

-  Why did these users not convert?
- ▼
-  How are they different from users who did?
- ▼
-  Do new offers or features improve results?
- ▼
-  Does this only work for specific items or customers?
- ▼
-  How can we get all users to behave like our top retaining users?
- ▼
-  How can our insights help other teams?