

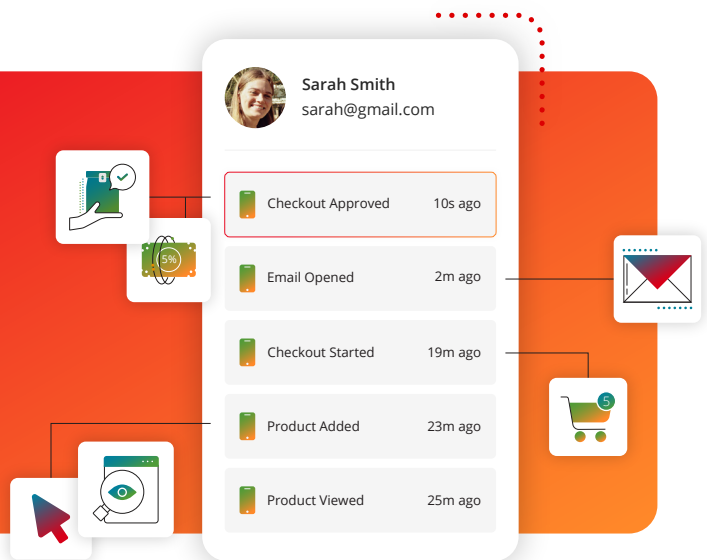
# Engage Smart Campaigns

## Connect to customers with automated campaigns

Take customer engagement to the next level with real-time data and YUMBI Smart Campaigns. As a restaurant brand owner who already uses YUMBI to process orders, you know how important it is to stay connected with your customers. YUMBI Smart Campaigns revolutionize the way you engage with your customers by automating personalised campaigns based on their behaviour.

### Why Smart Campaigns

YUMBI Smart Campaigns make it easy to reach and engage customers. Smart Campaigns use data and artificial intelligence to target the right customers with the right message at the right time, resulting in higher conversion rates. These dynamic, data-driven campaigns are proven to drive real revenue and build customer loyalty.



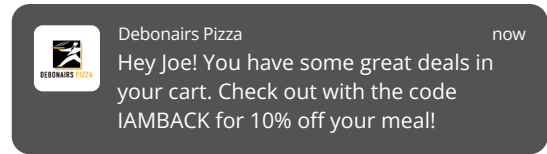
## Activate tried and tested Smart Campaigns today

YUMBI Smart Campaigns are fully developed, tried, tested, and ready for use, saving you precious time. Purpose-built for quick-service restaurants, they're specifically designed to trigger messages that encourage customer lifetime value.

# Messages with Impact

## Checkout Reminder

Customers who add menu items to their carts but don't complete their order for whatever reason are prompted to finish the order process.



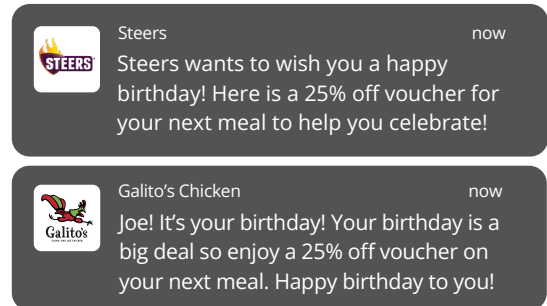
## A Warm Welcome

Welcome new customers with a push notification or SMS directly after they register. Users are automatically added to a 'newly registered' audience and you're immediately able to showcase special deals to build trust and foster loyalty.



## Happy Birthday

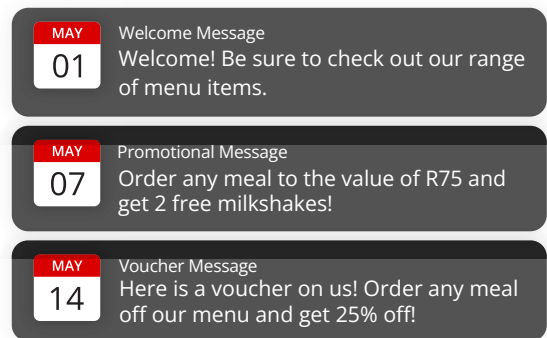
Customers are more receptive to receiving personalised messages on their birthday. Your customer-centric approach will surprise and reward them, improving retention rates.



## Escalating Incentive

An escalating incentive gradually increases in value over time until the customer makes their first purchase.

- ✓ **Day 0:** Send welcome message to potential customers with new menu item.
- ✓ **Day 7:** Send promotional message for popular but low-gross margin product.
- ✓ **Day 14:** Send voucher to incentivise non-purchasers.



With YUMBI Smart Campaigns, you **GET, KEEP and GROW** customers with real relevance and the power of effective engagement.

Request a free demo today.

