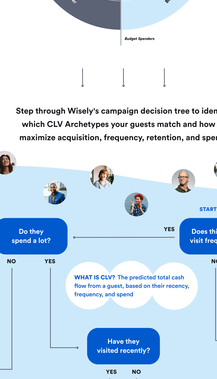
Choose Wisely:
Mapping CLV Behaviors to Smart Engagement Strategies

Wisely's research tied to Customer Lifetime Value (CLV) proves time and again that the top 5% of a restaurant brand's guests drive nearly 22% of sales and the bottom 45% of guests drive 20% of sales. Knowing which customers fall into which group can better inform operations, marketing, and overall business strategy.

CLV Archetypes

Powered by Wisely



Step through Wisely's campaign decision tree to identify which CLV Archetypes your guests match and how to maximize acquisition, frequency, retention, and spend.



Now that you know which CLV Archetypes your guests match, consider these engagement & campaign strategies.

The MVP
High Frequency & Spend

EMAIL
Ask for feedback and **incentivize referrals** amongst their friends, family, & co-workers

SMS
Ensure VIPs always feel special and are in the loop on **exclusive events & new menu items**

IN-RESTAURANT
Operationalize ways to **recognize and reward your best customers**, e.g. automatically alert the GM as they can personally greet a high-value guest when they walk in

SOCIAL
Segment your best customers and leverage as a lookalike audience in paid social & search targeting – **win clones of your high-value guests, which pay dividends over time**



Digital Superstar
High Frequency & Spend, Online Orderer

EMAIL & SMS
Trigger a message that **highlights your most popular take-out offerings automatically**, within just the right window, based on their online order frequency

TO-GO
Slip a **special promotion in their take-out bag** tailored to dine-in only offerings and events —akin an in-restaurant visit

SOCIAL
Feature user-generated stories of bringing take-out home, on the road, and to the office

Lapsed Frequent Flyer
Previously High Frequency & Spend

EMAIL & SMS
Remind them it's been a while since you've seen them in an attempt to win them back—**send a targeted offer with a limited timeframe in which to return**

FEEDBACK
A quick survey can be the key that unlocks re-engagement with this guest. Promptly **remind them their opinion matters** in shaping the guest experience

SOCIAL
Launch retargeting campaigns on search and social leveraging exports of segments of lapsed guests

One Hit Wonder
One Visit, High Spend

EMAIL & SMS
Win a return visit with a **survey that lets them know their opinion counts** or tailored special offer

IN-RESTAURANT
Train FOH staff to **suggest popular menu items** proven to drive repeat visits when they encounter a first-time guest

THIRD-PARTY
Leverage customer data to **determine guest physiographics and lifestyle attributes** which can inform more broad and out-of-the-box guest engagement strategies

Prodigal Return
Low Frequency, High Spend

EMAIL & SMS
Don't delay—**follow-up shortly after their visit to increase their chances of returning sooner**

EVENTS
Promote a reason to celebrate, dine-in, or order take-out that may **drive another occasion for a high potential guest to make a repeat visit**

SEARCH & SOCIAL
Be sure to **include high-spend guests who've not visited frequently** in remarketing campaigns across all channels

Budget Regular
High Frequency, Low Check Average

EMAIL & SMS
Promote bundled menu items proven to boost both average check & frequency

FEEDBACK
Include an item from a bundled pair (that they didn't order) in a survey to **spark that incentivizes future orders at a higher spend**

SOCIAL
Lead with value-driven messaging in your rotation of posts

Quasi Customer
Low Frequency & Check Average

SEARCH & SOCIAL
Pique their interest with **new or popular menu items featured in remarketing campaigns**

IN-RESTAURANT
Wow first-timers with impeccable service and special attention from staff

SOCIAL
Share inspiring user-generated content that entices another visit and message test on social to inform more impactful email & SMS campaigns

Wisely

Collect. Analyze. Act.

CRM & MARKETING AUTOMATION | WAITLIST & RESERVATIONS | SENTIMENT

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