

NCR Consumer Marketing transforms the way restaurant brands

Identify, Understand and Motivate their most valuable customers

Identify

Get a complete view of your customers & their behaviors



Purchase Amount
& Frequency



Reward Status



Social Affinities



Offers Redeemed



First Party Data



Financial / Wealth



Understand

Give meaning to your data & make it actionable



Segmentation



Customer Score



Campaign Analysis



Future Lifetime Value



Motivate

Engage with relevant content & calls to action



Email



Loyalty



Mobile SMS / MMS

2X Conversion
Rate

20% Reduction in
Marketing Costs

30% Increase
in AOV

NCR Consumer Marketing Platform is a unified marketing platform that enables you to create and deliver guest experiences that matter, enriched and continuously informed by data.



Data Management

- First party data integration
- eComm, POS, CRM
- 3rd party data augmentation
- Analytics, scoring and dynamic segmentation



Loyalty

- Pre-configured or custom, rules-based programs or earn & burn
- Real time transaction processing
- Personalized loyalty communication
- Pre-configured or automated delivery of messages, program statuses and rewards



Mobile

- SMS & MMS
- Digital wallet, mobile conversations, gamification
- AB testing, segmentation, personalization



Campaign Management

- Rules-based, triggered or scheduled
- Attribution tracking
- Multichannel campaign delivery and reporting



Email

- Custom templates
- API print & send integration
- AB Testing, segmentation, personalization



Reporting & Insights

- Track key metrics and KPI's
- Evaluate ROI
- Standard & custom reporting

