

Loyalty & Gift Card Program

Strengthen Your Customer Relationships

Reward your customers for dining at your restaurant and encourage them to choose you over the restaurant next door.



Boost Sales

Convince diners to pick you an extra day every week and motivate them to purchase high-margin menu items.



Generate Visits

Send out personalized offers based on your members' spending history to boost traffic during slow periods, holidays and more.



“A two-dollar per-transaction profit increase is significant and makes all the difference in our industry. More importantly, this is proof that our loyalty members are spending more than our typical customers.”

Andrew Infantino, Marketing Director
Copper Branch

How the Platform Works

1 Swipe or scan a customer's gift card, loyalty card or mobile wallet on your payment terminal or point of sale.

2 Access transaction and member data in real time from your online dashboard and identify your best products and highest-spending customers.



3 Use the insights into your customers' buying behaviours to create and send more effective offers and promotions and boost your sales.

Customer Loyalty and Gift Card Programs for Restaurants of All Sizes

Used at over 11,000 locations across the U.S. and Canada by over 1,000 brands



1-877-632-6269
 datacandy.com

Gift Card Program

Increase Your Revenue and Cash Flow

40% of gift card recipients spend more than the value of their card and visit more than once.



Attract New Customers

Loyalty programs are 10 times more effective than traditional marketing, and 86% of consumers recommend brands to which they're loyal.



Start with a basic program and **add on premium features** as your restaurant expands.



“Everything about our gift card business is easier with the DataCandy platform. We can pull complex gift card reports on our own and review data with ease. The platform is so easy to use that two people can manage the entire Booster Juice program across the country.”

Steven Lee, IT Director
Booster Juice



THE BURGER'S PRIEST

Client Spotlight

The Burger's Priest is a fast casual with 19 locations across the GTA and Edmonton.

“Partnering with DataCandy was a strategic decision. DataCandy is one of the only vendors on the market that can tie our existing gift card program and new loyalty capabilities into our in-store, online and mobile ordering systems, bringing us an all-in-one solution, and our customers, a seamless experience.”

Stephen Barker, Director of Operations
The Burger's Priest



“The DataCandy BackOffice is much simpler to navigate than the previous system we used. Managing our loyalty and gift card program is more straightforward, and training new staff members to use the software has become effortless.”



For more information, contact:
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