



Restaurant Marketer's Checklist

During any given day, a restaurant marketer is relied on to tackle an endless list of challenges. By working with Equifax, restaurant brands can gain advanced guest insights and access to the digital solutions they need to enhance their marketing and more easily cross items off their to-do lists.

- ✓ Attract more of your ideal guests and grow repeat business



Whether you are seeking young urban diners or busy families, we can help you identify and target high-potential guests who are more likely to have the appropriate financial ability to spend on dining and an affinity for your restaurant brands.

- ✓ Match promotions to the right consumer and deliver the right message



Some diners prefer the convenience of fast-casual, while others desire a sit-down fine-dining experience. Use our financial and behavioral insights to better understand your guests and deliver offers and messaging that resonates with their likely discretionary spending, dining habits and preferences.

- ✓ Turn guest data into actionable strategies



Plenty of data, not enough insights. We've heard that before. Work with us to enhance your guest transaction data with key factors that influence dining decisions, such as estimated household income and spending, location of residence, likely dining propensities and attitudes, demographics, and even the best possible communication channels. Plus, benefit from our advanced segmentation and modeling prowess to get the most out of your guest database.

- ✓ Promote loyalty programs and engage your most valuable guests



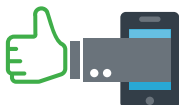
Roll out the red carpet! Help boost guest loyalty and increase spending by working with us to better identify your best guests so you can surprise and delight them with special treatment and exclusive offers.

- ✓ Understand who is visiting your website



How much do you know about the consumers visiting your website? Use our online audience analysis tool to better understand the spending potential, dining propensities and demographics of online visitors. Then apply the learnings to further personalize the consumer's journey on your website to better show appropriate menu specials, offers, and locations based on the estimated visitor profile.

- ✓ Improve online advertising



Are the consumers viewing your online ads the right fit for your restaurants and brands? Let our household insights help you differentiate online visitors so you can better serve tailored ads to consumers that are likely to have the desired profile for your brands and promotions.

✓ Link guests across channels, restaurants, and brands



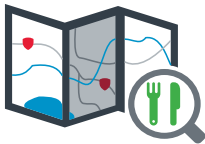
It can be tricky to know if it is the same person that is visiting your website, viewing your ads, visiting your social media page, dining at multiple restaurants across several brands, and using different credit cards for each dining experience. We can help you link customer data to gain a holistic view of each guest household.

✓ Connect with guests through omni-channel campaigns



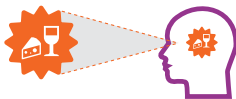
If your digital performance is not where you want it to be, then we can lend a hand. We can assist you with linking and onboarding guest data or direct mail lists and then coordinating with our digital partners to help enable you to reach guests through the marketing channels they view, interact with, and experience throughout their day, including online, mobile, addressable TV and radio, and social media.

✓ Analyze locations for new restaurants



Don't just throw a dart. Instead, we can help you better understand the likely profiles of consumers in local geographic markets around proposed new restaurants and estimate market growth. Plus, we can assist you in analyzing estimated trade area spending capacity to help minimize cannibalization of existing restaurants.

✓ Promote new restaurant openings and raise brand awareness



"Attention folks – new restaurant now open!" We all wish promoting a new restaurant or brand could be easy, but that is often not the case. Leverage our insights to help identify and reach consumers that are likely to be interested in your restaurants and brands and target them through multi-channel marketing campaigns – all within the geographic market of new site locations.

✓ Measure results for all campaigns



With our closed-loop attribution measurement service, you can measure the impact that online, mobile, social, and TV advertising, as well as direct mail and email campaigns, have on brand-specific metrics and revenue.



CONTACT US TODAY

For more information:
info.ixiservices@equifax.com
800-210-4323
equifax.com/business
ixiservices.com



Contact us today to learn how to start crossing off items from your to-do list!