

Marketing Solutions for Restaurants

KEY BENEFITS

Go beyond loyalty databases and surveys by linking transaction data with consumer marketing information to help develop guest profiles for marketing efforts

Reach more high potential guests that are likely to have the affinity for dining out at your restaurant brands and the discretionary funds to spend more

Execute omni-channel marketing efforts, including direct mail, email, online, mobile, and addressable TV, using insight on estimated consumer financial attributes and dining habits

Enhance communications and advertising strategies for loyalty programs, new restaurant openings, and special offers

The Challenge: Find More Guests Like Your Best

Attracting high value guests and developing effective marketing programs to help drive business and maintain loyalty are ongoing challenges for restaurant marketers. Restaurant brands need to be able find more guests like their best and efficiently market to them based on their dining interests and estimated ability to spend on discretionary indulgences.

While many restaurant databases contain data on specific transaction amounts, timing and items ordered, they are not able to link that data to household insights detailing consumer preferences, behaviors, and demographics. More importantly, restaurants are unable to connect transactional data to guests' financial ability to spend more on dining. While surveys may help fill this gap, they typically only represent a small segment of guests and a short period of time. This can make it difficult to effectively identify and market to high value guests.

New Tools to Help Enhance Loyalty Databases and Better Understand Your Guests

Through a new process, restaurants can now work with Equifax to help transform their transaction data into an actionable marketing data set based on anonymous household insights that includes estimated consumer financial information as well as demographic and geographic detail.

Transform Your Transaction Database with Household Insights



CONSUMER FINANCIAL INFORMATION

Likely income, discretionary spending, and credit usage



DEMOGRAPHIC INFORMATION

Age, marital status, children, etc.



GEOGRAPHIC DETAIL

Market level information to help evaluate single or regional locations



EQUIFAX®

Working with Equifax, restaurant marketers can better:

- Understand the profile of guests and conduct detailed analysis to help enhance both online and direct marketing and communications
- Market to more desirable consumers who are likely to have the discretionary funds to spend more and have an affinity for your restaurant brands
- Direct the right message to the right household via direct mail, email, digital ad targeting, mobile, addressable TV, and other channels
- Measure the effectiveness of marketing campaigns
- Assess how current customer groups differ by location and analyze the likely profile of consumers in a geographic market for new location openings
- Augment differentiated marketing strategies to help meet the needs of each market, attract new guests, and build loyalty



Our solutions augment your loyalty database to help enable enhanced targeting, segmentation, and communications through multiple marketing channels.

The Foundation of Our Marketing Solutions

Through our Data-driven Marketing capabilities and unique insights into household economics, Equifax enables brands to convert marketing precision into customer value. Fueled by our superior data, technology, and analytical expertise, our integrated marketing solutions enable targeted, meaningful interactions across the customer lifecycle — helping drive acquisitions, increase engagement and loyalty, and improve marketing ROI. For marketers, we bring confidence and empowerment to help add value to the business. For consumers, our goal is to support deeper more fulfilling relationships with brands, through more personalized and relevant experiences.

We help clients enhance, synthesize, and activate customer data, turn complex insights into an understanding of customer needs, customize the customer experience with the right messages in the right channels, and meaningfully measure performance to optimize marketing spend and customer value.

Applications of Our Solutions for Restaurant Marketers and Digital Teams

Application	Implementation
Customer Relationship Management (CRM) and Loyalty	<ul style="list-style-type: none"> ■ Create an actionable marketing data set by enhancing anonymous transaction data with estimated consumer financial and spending information, affinity data, behaviors, and attitudes ■ Develop better guest profiles that incorporate estimated discretionary spending capacity and dining preferences to better target prospective and current guests, both online and offline, for promotions, loyalty programs, and new location openings ■ Better differentiate guest profiles and preferences by location ■ Identify customer activity by location, analyze frequency of visits, and evaluate whether guests have visited more than one restaurant location ■ Link individual consumers to a common household ■ Enhance loyalty databases with estimated financial or spending capacity information
Marketing, Segmentation, and Targeting	<ul style="list-style-type: none"> ■ Enhance marketing programs with insight on guests' estimated financial capacity to spend on dining and other characteristics (demographics, attitudes, behaviors) ■ Enrich cross-sell/upsell efforts, create versioned messages, and promote compelling offers and services based on likely ability to spend on dining and dining preferences ■ Supplement media planning and advertising with market-level financial capacity insights ■ Inform marketing strategies and tailor offerings based on local market preferences
Omni-channel/Digital Marketing and Website Optimization	<ul style="list-style-type: none"> ■ Serve differentiated online ads that help reach more web visitors likely to have the desired profile and affinities for restaurant promotions ■ Apply guest profiles and better leverage your offline direct mail list online to send a more consistent message via direct mail, email, online ads, mobile, and addressable TV ■ Better measure the effectiveness of your omni-channel marketing ■ Analyze web traffic based on visitors' estimated financial capacity and other characteristics
Location and Market Analysis	<ul style="list-style-type: none"> ■ Evaluate the likely financial and behavioral profile of guests in trade areas surrounding existing or new restaurant locations ■ Help estimate expected growth by market to assist with site planning and business development with information on estimated consumer financial potential and preferences ■ Better evaluate size and share of estimated trade area spending and potential location cannibalization for multiple levels of geography, including customized trade areas, census block group, census tract, ZIP code, county, DMA, and state ■ Gain more insight to help enhance sales forecasting and assess underperforming locations



Restaurant marketers can gain a more comprehensive picture of their guests' likely profile, and ability and affinity to spend on dining.

Marketing Product Suite for Restaurants

Our marketing solutions help provide insight into households' estimated financial capacity, demographics, and behaviors, helping to enable enhanced marketing for restaurant brands. Our digital services help restaurant marketers better empower ad campaigns and understand website traffic.

Household-level, estimated financial insights to help enhance marketing efforts, guest loyalty, and dining spend:

Economic Cohorts®

Economic Cohorts® is a household-level segmentation product that clusters consumer groups based on estimated income, spending, and aggregated credit, as well as demographics, housing, and urbanicity characteristics. Additional psychographics such as attitude and lifestyle attributes are included. Marketers can use Economic Cohorts to help the right message reach the right household, and choose the marketing channels and brand/model messaging that will resonate with that household.

Income360®

Income360® provides a continuous household-based dollar estimate of income uncapped up to \$2.0M based on both income from wages and income from assets. It helps provide marketers with a more current estimate of total household income, useful to help market attractive promotions and services to high-potential customers.

Discretionary Spending Dollars™ (DS\$™)

Discretionary Spending Dollars™ (DS\$™) is a continuous household-based dollar value estimate of discretionary spending uncapped up to \$1.2M. DS\$ represents estimated disposable income minus non-discretionary expenses, such as housing, utilities, transportation, personal insurance, and pensions. It helps enable marketers to differentiate households by likely discretionary outflows to enhance segmentation for marketing efforts.

Discretionary Spending Index™ (DSI®)

Discretionary Spending Index™ (DSI®) is a continuous household-based score of 1 to 1000 that ranks households by estimated spending capacity and spending behaviors. It helps enable restaurant marketers to gain insight on likely consumer spending capacity.

Ability to Pay Index™ (ATP Index™)

Ability to Pay Index™ provides unique insight into a household's estimated financial position by ranking households by their estimated economic capacity. ATP Index can help companies to more efficiently identify the right households for their marketing efforts, tailor promotions, and inform customer management.

CreditStyles® Pro

CreditStyles® Pro presents aggregated credit measures that helps enable marketers to segment households and neighborhoods based on their estimated credit availability, needs, and usage. It includes financial variables, Aggregated FICO® Scores, and other measures to help inform segmentation and cross-sell.

Better find more high-value, loyal customers and reach them with the right message for your brand.

Digital Solutions to Enhance Integrated, Cross-Channel Marketing

Our digital capabilities allow advertisers to better communicate with current guests, and differentiate and reach more consumers who are likely to have desired financial and other characteristics for restaurant promotions.

- **Target Online Ads:** Digital teams can use our **digital targeting options** to help power their online, mobile, and addressable TV ad campaigns.
- **Apply Customer Lists Online:** Marketers can work with our digital team to “onboard” their offline customer lists to an online format so they can better reach and address guests through email, on their website and via online ads.
- **Analyze Online Traffic:** Advertisers and digital teams can leverage our **AudienceIntel™ software tool** to analyze the estimated financial profile of online visitors who are viewing a retailer’s online display ads or coming to its website. This tool also helps retailers evaluate pages/ services seem to attract the most attention.

Better Empower Your Marketing and Digital Teams with Advanced Insights About Today’s Restaurant Guests

Our insights and solutions can help restaurant marketers better understand their guests, fine-tune marketing strategies, and build loyalty. Contact us now to find out how our solutions can help provide your organization with powerful new insights into your guests, inform your online strategy, and enhance your communications.

Neither these materials nor any product described herein were developed or intended to be used for the extension of credit to any individual, nor may they be used for purposes of determining an individual’s creditworthiness or for any other purpose contemplated under the Fair Credit Reporting Act, 15 U.S.C. § 1681 et seq.

CONTACT US

info.ddm@equifax.com
800.210.4323
equifax.com/DDM

