Founded in 1997 in Destin, Florida

750 Locations in 44 States

Growing 2+ Cafes a Week
What is the cost of acquiring a new guest?

5X more than re-engaging an existing customer

Our Focus: Drive Frequency
Guest Database is the KEY

**Eclub**
- Registration
- Online and App Transactions
- Sweepstakes & Promotions

**Loyalty Program**
- Guest Tracking
- Behavior Targeting
- Guest Insights & Analytics

**Mobile App**
- Push and In App Messaging
- Location Awareness
- WiFi Tracking
Focus: Drive Frequency

Email Open Rates are only 15-20%

Limited Media Budget
Paid Social

• Target: Database + social media followers
• Reached 100% of our guest database 8 times
• Video units are our top performers on paid social.
Display Ads

• Target: Database + Lookalike Audiences
• 73.62% foot traffic lift on digital display
• Retargeting generates 65% of revenue
DIGITAL GUEST EXPERIENCE

ENGAGE
Digital Footprint
Social Media
Digital Media

TRANSACT
In Cafe
Pickup
Delivery
Catering
Gift Cards

MULTIPLY
1:1 Marketing
Digital Reputation
Thank You