

Cottage Inn Pizza drives increased signups and revenue through Attentive & PAR Punchh

- ❓ Cottage Inn Pizza, a family-owned and operated American pizza franchise, was looking for ways to **increase loyalty sign-ups, mobile app usage, and SMS list growth**. With new restaurants opening, they wanted to use all of these channels to get the word out about grand openings and continue building a loyal customer base.
- 🕒 After seamlessly integrating Attentive with their loyalty program, PAR Punchh, Cottage Inn Pizza **activated the PAR Punchh loyalty checkbox on their Attentive sign-up units**. This enabled them to **seamlessly allow subscribers to opt-in to SMS and sign-up for the loyalty program at the same time**. During the sign-up process, subscribers provide their favorite restaurant location, allowing Cottage Inn to send targeted campaign messages per restaurant.
- 📊 With the integration live, Cottage Inn Pizza saw a **90% increase in revenue** six months post-launch compared to the previous period. Their **campaign conversion rate rose to 30%**, which was a 59% increase. And, they saw **27% program growth QoQ**, which was nearly 20% higher than the usual growth pizza brands had experienced.

"The loyalty checkbox process has become remarkably efficient—customers can now transition directly from a high-traffic website pop-up to our loyalty program with just a few simple texts. This innovative acquisition tool has significantly strengthened our Rewards program, making a noticeable and meaningful impact."

Charlotte Manning, Director of Marketing, Cottage Inn Pizza



Cottage Inn Pizza: Welcome to Cottage Inn Rewards! Please complete your profile to claim your reward through the following link:

https://cottageinn.attn.tv/aBFvSNcK_RB9



90%

Increase in revenue

30%

Campaign CVR

27%

Growth QoQ