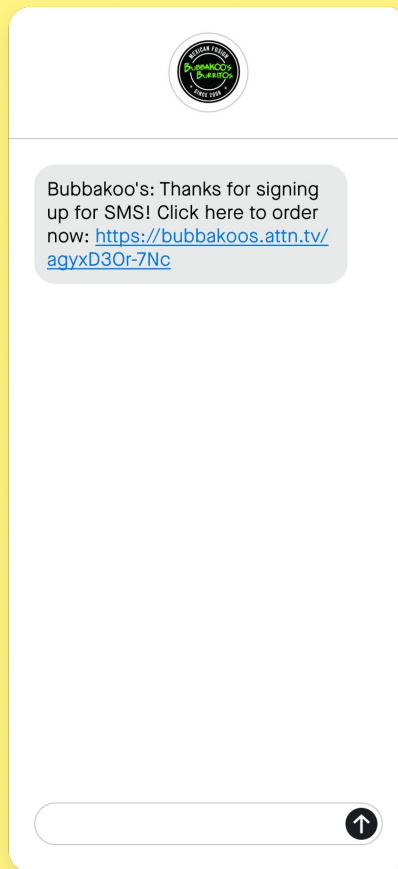


Building a Loyal Subscriber Base: Bubbakoo's Success with Attentive and Thanx

- ❓ Bubbakoo's Burritos, a Mexican-fusion fast-casual restaurant, was looking for ways to **increase their SMS list growth** to drive higher guest engagement and more loyal customers. Recognizing the high engagement rate that SMS offers, Bubbakoo's aimed to capitalize on this channel in their restaurants.
- 🕒 After integrating Attentive with their loyalty program, Thanx, Bubbakoo's **immediately saw an increase in sign-ups**, without any extra marketing spend. Once a guest signs up for the loyalty program, places a digital order, or updates their profile information, they can **seamlessly opt into SMS marketing too**. Thanx automatically syncs customer data with Attentive, ensuring guests can be **easily segmented based on purchasing behavior**. This allows the brand to send highly targeted messages based on real-time purchasing.

"At Bubbakoo's Burritos, personalizing our guest experience has always been a top priority, and this integration has made it seamless. Our SMS marketing database with Attentive has grown exponentially without added effort or cost. Now, we can send highly targeted SMS campaigns based on real-time purchasing behaviors in-store and online, driving repeat visits and fostering even deeper customer loyalty."

Chris Ives, Chief Financial Officer, Bubbakoo's Burritos



**BUBBAKOO'S
BURRITOS**

1.2k+

New sign ups in first month live

13k+

New SMS subscribers

\$6.60

Revenue per message