

# Be My Guest

Leverage Your Transaction Data – TokenIntel







# Challenges for Restaurant Marketers

## Guest Insights

Knowing more about guests is difficult when they share so little about themselves during a visit.

While a loyalty program starts to bridge that gap, it likely focuses only on a particular subset of consumers who enjoy an incentive and may not be typical of all your guests. Wouldn't it be better to have more useful information about your guests?

## Omni-channel Marketing

Relevance across more channels has never been more important.

The diverse array of places in which a guest can see or interact with your brand has never been greater. Delivering a consistent message across all channels, which speaks to each guest's relationship with you, is key.

## Real Estate

It is often a challenge for a restaurant to know with any degree of accuracy or scale the extent to which local households will travel for dining experiences, and yet choosing the best site can be a multi-million dollar decision.





## The Limitations of Transaction Data

One of the most pervasive problems with transaction data is the lack of information about the guest other than the menu items ordered, day part, amount spent, and number of people at the table.

In addition, many restaurants use transaction data to help identify patterns in guest behavior that can help identify alternatives for menu planning, staff scheduling, or average check size. However, data is limited to what occurs within the four walls of the restaurant such as check amount, food pairings, time of day, etc. and little or nothing about the guest beyond that.

Another challenge in using restaurant transaction data is when an individual uses more than one credit card. Transactions by the same person can appear unrelated and create the impression of multiple distinct households. Further, if another person from the same household uses his/her card to pay, it may look like yet another household.

This means that any estimate of guest lifetime value or attempts to draw insights from the transaction data can be flawed owing to the inaccuracies generated from these multiple views of what may most likely be the same guests or household.



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

# Transform Your Marketing

Too few restaurants leverage their vast wealth of transactional point of sale (POS) data to better understand their customers beyond their dining experience. Even fewer use it to understand their guests' likely ability to spend on dining. Instead, many prefer to rely upon information from a few hundred survey responses or their loyalty club membership to guide expensive and important decisions regarding advertising, marketing strategy and real estate development.

Now there is a new way to consolidate information gathered from all transactions with economic measures such as guests' estimated income, likelihood to spend on dining, and home location — three of the most critical factors in households' ability to dine with you regularly. With these insights, restaurant marketers can immediately take action to help identify their best guests and market to them through multiple channels, as well as compare sites and assess new locations. A huge advantage is that no personally identifiable information (PII) need be shared or is even required.



# TokenIntel – Sharpen Your Focus on Your Guests

Fortunately TokenIntel™ helps to overcome these challenges.

Restaurants regularly safeguard credit card details through a process called tokenization, whereby they convert account numbers into a unique, but anonymous, set of characters called a token. For restaurants working with IXI™ Services, a division of Equifax, these tokens can help offer much broader insights about guests.

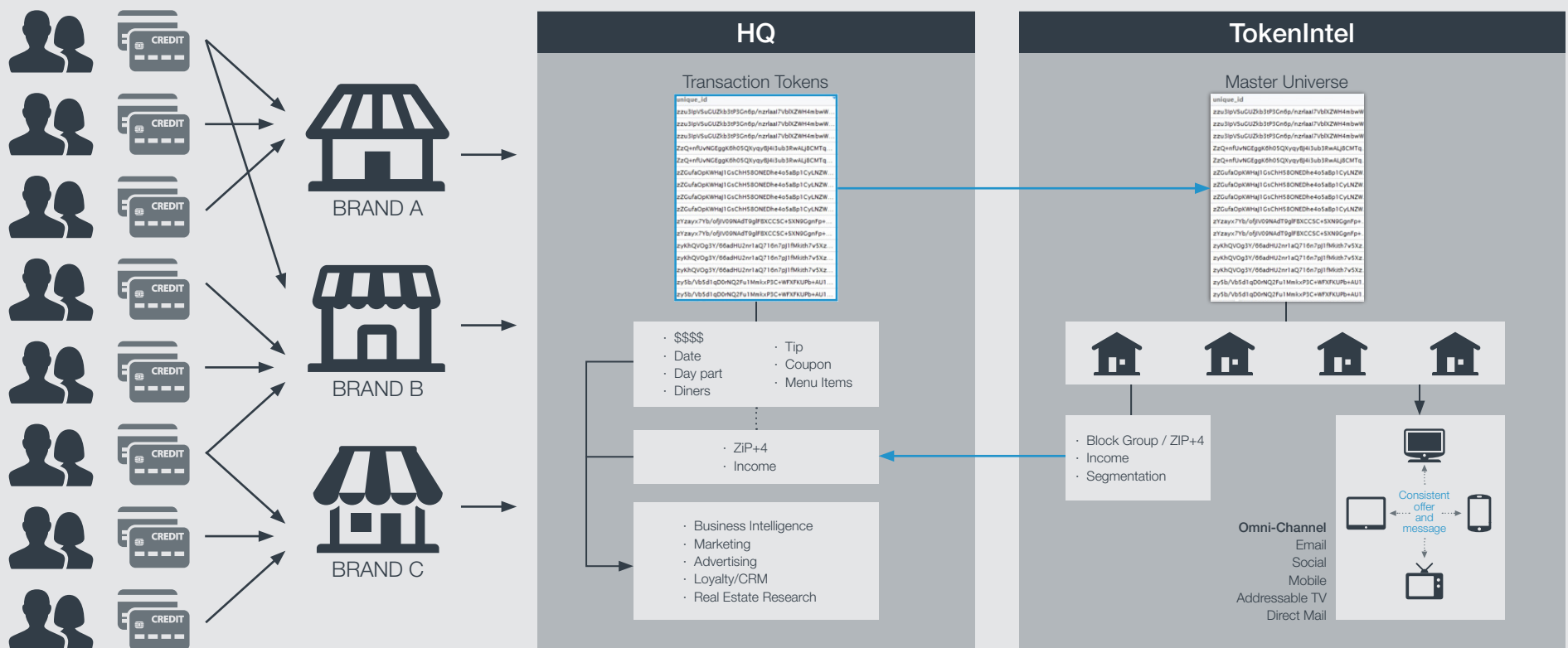
With TokenIntel, IXI works with restaurants to match their anonymous token databases with the extensive credit card database, held by Equifax,

which contains credit data on approximately every credit-active US consumer. During this process, guests that paid with any of their household credit cards now all roll up to the same guest and same household, allowing for a clearer picture of a household's likely value to your brand.

The resulting anonymous records can have information appended such as estimated consumer financial and economic indicators (for example estimated income, spending, credit usage) as well as dining propensities

and demographics. Only the anonymous token is shared between the restaurant and IXI; no PII is exchanged. **Now, new insights can be revealed.**

Restaurants can gain a broader understanding of their guests' estimated financial profiles, attitudes, and demographics, and they can transform their data for use in omni-channel marketing. In addition, by using new insights on guests' household locations, they can make more informed decisions about market potential for new site locations.



# Better Insight on Guests

Restaurants spend a lot of time and effort understanding the many use cases in which a guest might have a desire for their brand. However, even when combining transaction data with loyalty program and survey information, restaurants may still be relying upon data that represents only a small number of customers to make some of their most important decisions.

By using the TokenIntel process, restaurants can better understand the likely profile of customers in their transaction database in terms of their estimated financial ability and propensity to spend on dining, as

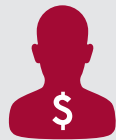
well as their demographics. This can result in the identification of new tactical segments, whereby tailored messaging can be crafted to help meet the needs of these unique groups.

Restaurant marketers can then also better identify thousands or even millions of additional households with similar profiles that live in close proximity to their locations that can be added to their marketing databases.



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

## 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



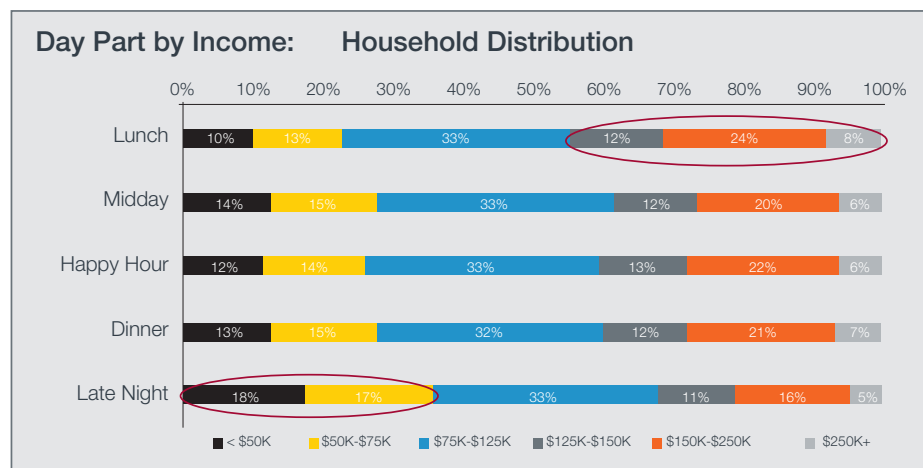
## Better Understand Your Guests' Dining Propensities

Two of the biggest factors affecting guests' decisions to dine out are their disposable income and proximity to your restaurant. For many restaurants these are typically two unknown pieces of information for the majority of their guests.

TokenIntel can add any number of details to your transaction file, including estimated income and location of residence, as well as estimated discretionary spending, likely dining propensities and attitudes, demographics, and even the best possible channels to communicate with for various target segments. TokenIntel can also help you identify customer segments that offer the most value and potential for your brands so that you can then focus your marketing programs on meeting the preferences of these households.

The beauty of knowing these pieces of information for your existing guests is the ability to then recognize the profile of your best prospects before they have even set foot in your restaurant. Households in your trade area can now be assessed for their likelihood to patronize your brand(s), with a more accurate picture of which brand and offer will resonate most strongly with them.

Furthermore, just imagine the efficiencies that can be gained in offering enticing incentives to new customers to have them give you a try, and the cost savings in placing messages where they're most likely to encounter them.



Sample information from TokenIntel

## Omni-Channel Communications

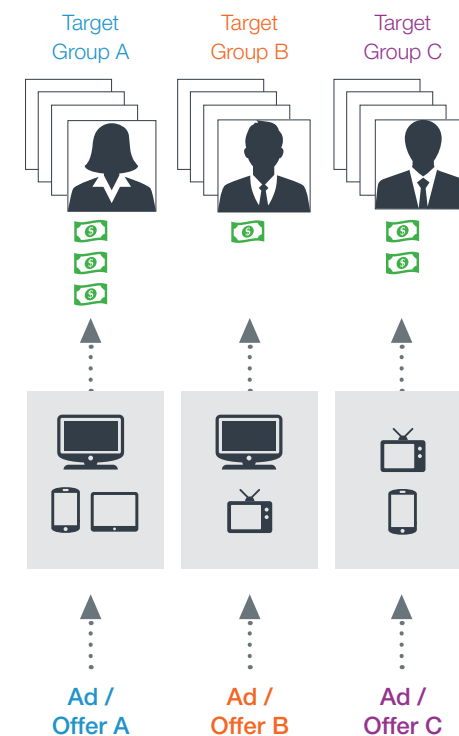
Once a restaurant has used TokenIntel to better understand the profile of their guests (in terms of their likely ability and propensity to spend on dining, as well their residential location), marketers can then apply this profile to help reach their target audience via omni-channel marketing campaigns. These may include online and mobile ads, email, mobile, social, targeted radio, and addressable TV.

Now, you can create programs to better reach your target households with a consistent message across all channels and give your agency clearer direction to pursue media buys that can help you reach a more optimal audience for your brands.

Instead of using vague or broad descriptions of likely guests such as age and family selects, your agency can use a more well-defined profile to help ensure your message is delivered to households that are most likely to be receptive to dining at your brands.

Do your best customers have high incomes and prefer fast casual restaurants? Now you can better identify prospect households with similar profiles via multiple channels such as via online ads and targeted radio promotions!

Want to promote a new brand to a segment of your current customers? Now you can better understand who they are and reach them with consistent messages via the devices they use throughout their day.





Your millions of transaction data points become the foundation upon which you define the characteristics of your ideal audience.

### Communicate with Guests Like You Know Them... Because You Do!

Most consumers share very little about themselves when they dine out. While some may sign up for a loyalty program or card, they often represent a small percentage of your guests, making it very hard to stay top-of-mind with everyone. TokenIntel helps change all that. With TokenIntel, no PII is exchanged, and yet you can better understand and reach your target audience via a variety of channels.

Your millions of transaction data points become the foundation upon which you define the characteristics of your ideal audience, and then help increase both your relevance to them and the opportunity for them to see your message.

Inspire a busy mom to dine at your brand after seeing the right value-based offer while skimming her social media accounts as she waits to collect her child from soccer practice.

Telling some of your young urbanite diners of special new menu items as they binge-watch their current TV shows might remind them to start planning their next big night out.

### Suburban Family Group



### Single Urbanites Group



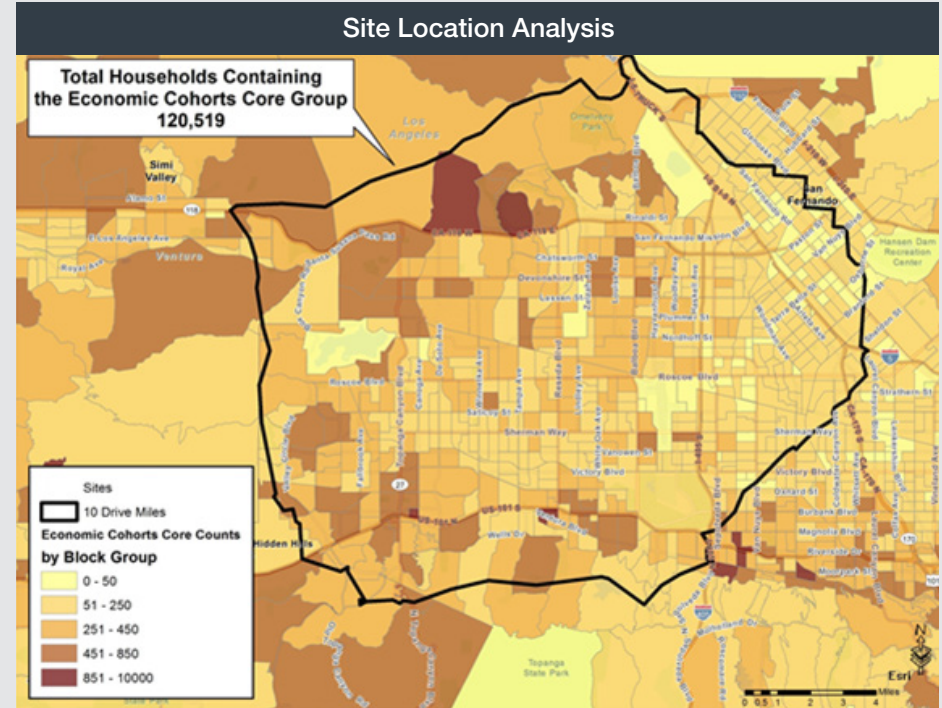
## Gain Insights About Your Trade Area

### Real Estate Research

These days, brands can acquire a good understanding of the demographics surrounding a new or existing site. The trick is to know where your current and / or prospective guests reside, and how far they are willing to travel to get to your restaurant locations.

With TokenIntel, restaurant marketers can better identify geographies that have high concentrations of high-potential customers for each location, their likely dining profile, and how many dollars they might bring you each year. Your transactions can tell you whether they are predominantly a lunchtime or dinnertime guest, and you can now also define more precise trade areas, by day or day-part, season or market. Further, when evaluating new sites, you can better assess your choice of markets based on the profiles of households in surrounding geographies.

These insights are essential for understanding which existing or new markets, and the sites within them, are going to help provide the greatest potential return for your real estate investments, and where cannibalization is more likely to occur.



Geographic Analysis by Economic Cohorts® for Sample Location, Standard 10-mile Trade Area

### Not All Locations are the Same

TokenIntel's geographic insights can help you better identify where higher concentrations of your customers live, so you can better compare the profile of guests for different restaurant locations and create differentiated marketing to help meet the needs of each location. This might include marketing messages that communicate varied product offerings based on local market preferences. So while one market may have a high concentration of high income,

young professionals that prefer Friday happy hours, another market may be comprised of middle-income families that are heavy into Sunday brunch.

In addition, you can better assess how much opportunity may still be available for capture in each market and evaluate whether each site is performing above or below its potential.

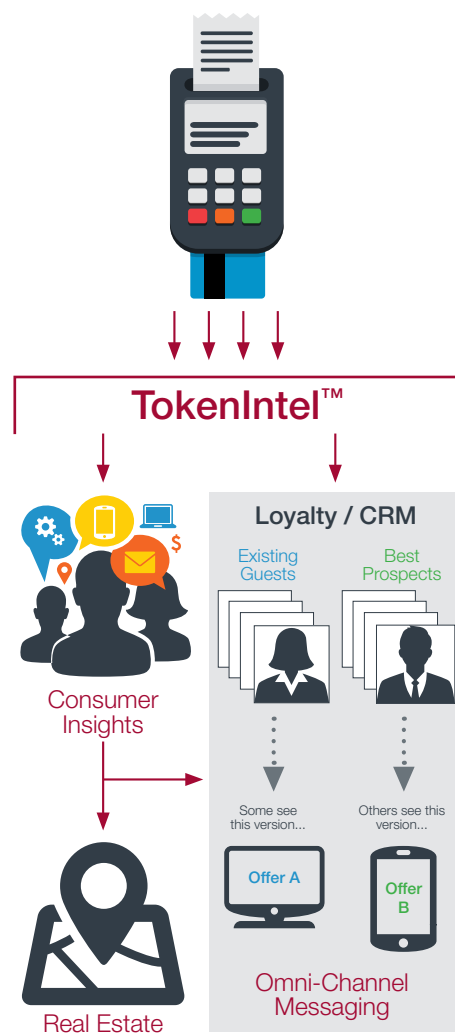


# From Transactions to... A Deeper Understanding of Your Best Guests for Enhanced Marketing and Site Analysis

## Summary

With TokenIntel, restaurants can better place the guest at the center of their decision-making, identify new opportunities and insights about their customers, and help deliver relevant and timely communications to keep their brand top-of-mind.

Contact us today to see how we can help you understand your best diners and find more like them, as well as facilitate more efficient site location analysis.



Applying TokenIntel to your restaurant transactions can enable you to gain enhanced insights about your guests, reach them with the right message via multiple channels and inform site analysis.

## Contact Us Today

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