

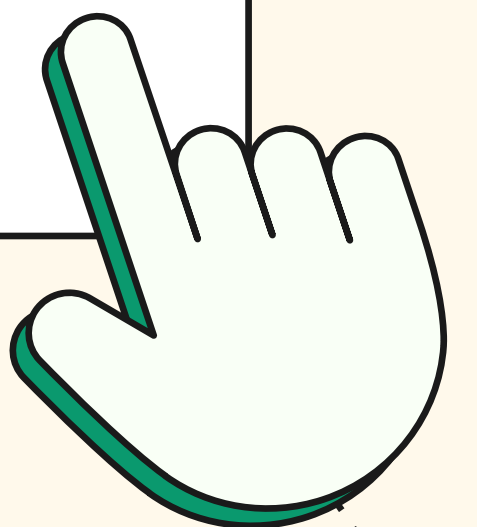


Brevo

X



How Buffalo Grill shattered the record for the most wallet cards activated in 6 months





# About Buffalo Grill



- ✓ French restaurant chain specializing in grilled meats
- ✓ 1st restaurant opened in **1980**
- ✓ **Voted France's Favorite Retailer** of 2024 in the Food Service category
- ✓ More than **350 restaurants**
- ✓ **€508 M** in sales in 2023
- ✓ **8 to 10% of sales from take-out and deliveries** in 2024

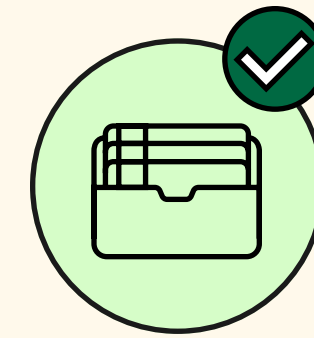


# Buffalo Grill mobile wallet marketing strategy

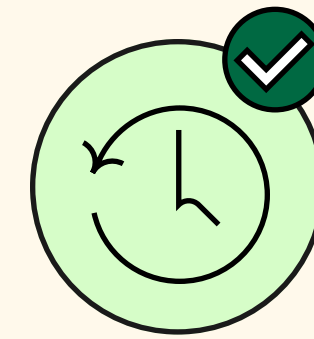
"The aim with the wallet is above all to capture the customer's attention in our restaurants and create lasting relationships with them. Thanks to the Buffalo Pass, we can promote our loyalty program effectively, encourage customers to return to the restaurant and qualify our customer base. A great success!"

**David Rudzki**

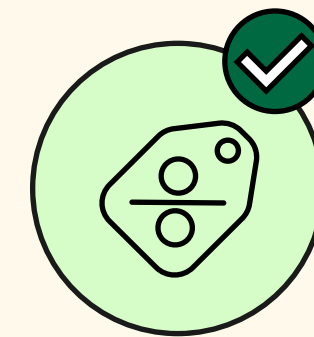
CRM Project Manager at Buffalo Grill



Buffalo Grill creates "**The Buffalo Pass**", a loyalty card only available for mobile wallet



Offers are **automatically updated** on the wallet card



**3 offers for the first 3 visits, then every 3 visits**



**Regular push notifications** are sent to encourage customers to visit the restaurant.

# Introducing the Buffalo Pass



The Buffalo Grill loyalty card, only available on mobile wallets

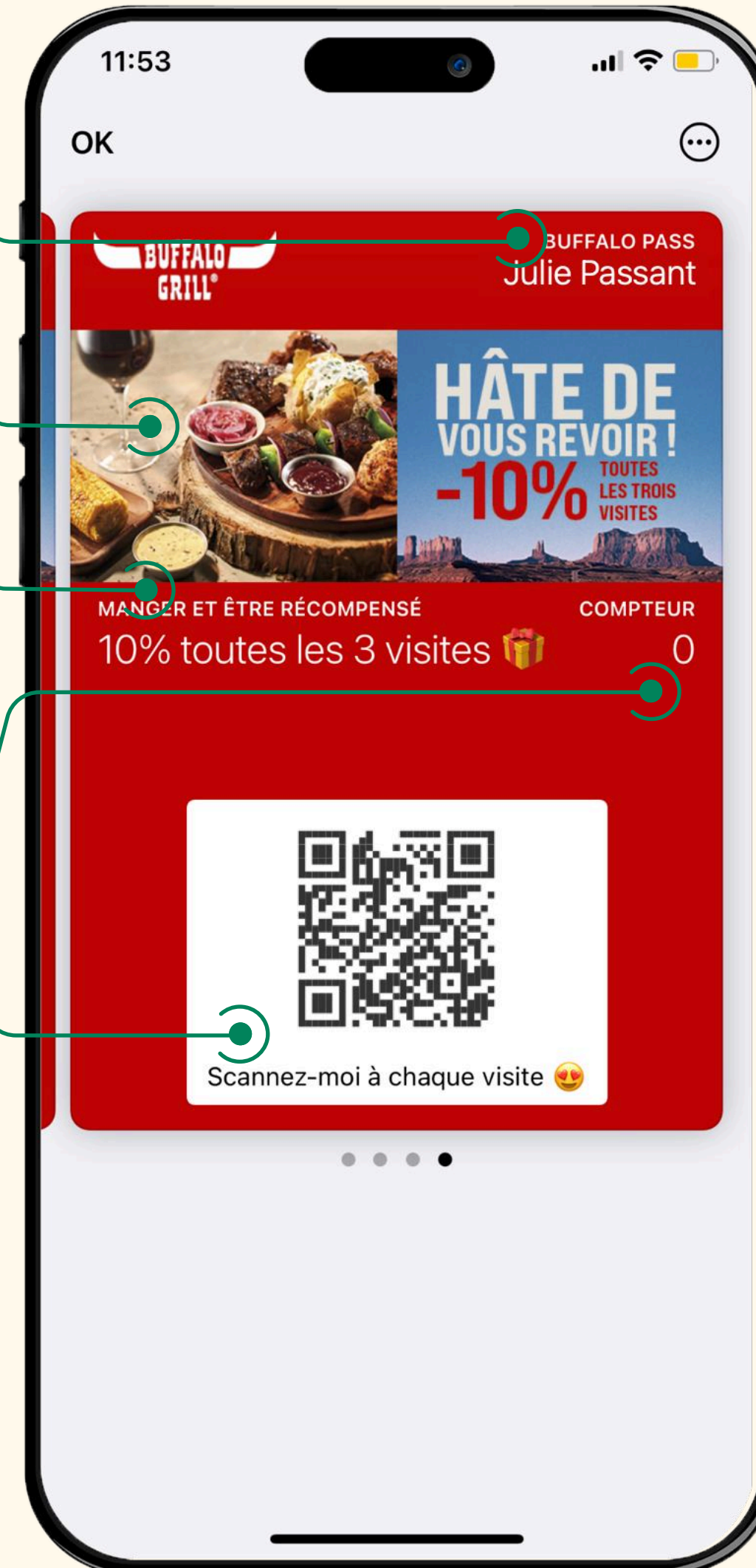
A personalized card

An attractive, customizable banner

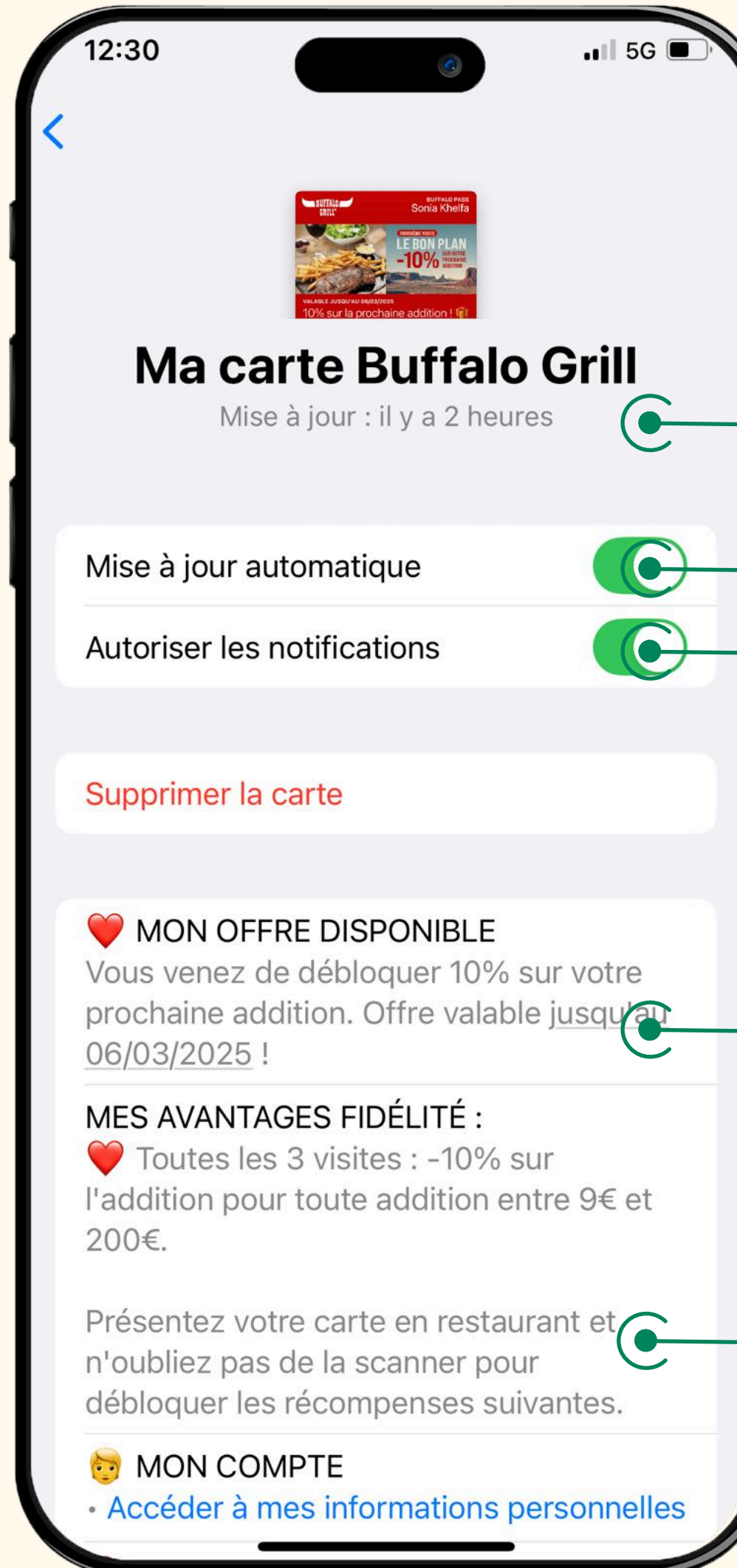
Customized rewards based on the number of visits

A dynamic counter for restaurant visits

A QR code that can be scanned in the restaurant for every visit



12:30



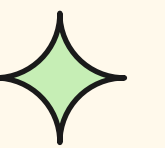
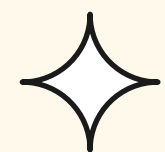
"My Buffalo Grill card Updated: 2 hours ago"

Automatic updates

Allow Notifications

My available offers

Loyalty program information





# Introducing the Buffalo Pass



The Buffalo Grill loyalty card, only available on mobile wallets

Customized rewards according to number of visits

A personalized card

A dynamic counter for restaurant visits

A QR code that can be scanned in the restaurant on every visit

An attractive, customizable banner



Loyalty program information

Various links



# How does it work?

## The Buffalo Grill customer journey overview

Posters and flyers shared in restaurants



1. Customer scans QR code

2. They fill in the form

Customer receives  
welcome offer



3. The Buffalo Pass is added to  
their wallet





How does Buffalo Grill get customers to download their wallet pass?



# Buffalo Pass adoption strategy

A "walletization" unmatched in restaurants

75%

of downloads take place in restaurants

Buffalo Grill outperforms the "walletization"\* of its customer base directly in the restaurant thanks to the availability of several points of contact:

## Posters and flyers

The customer scans the QR code with their phone



## Scratch ticket

Welcome offer: customers receive a scratch-off ticket and are **encouraged to come back** to enjoy their reward when they present their wallet loyalty card.

\*customer adoption process for mobile wallet



# Buffalo Pass adoption strategy

Walletization **also possible** online

In addition to signing up at the restaurant, customers can also download their Buffalo Pass card online:

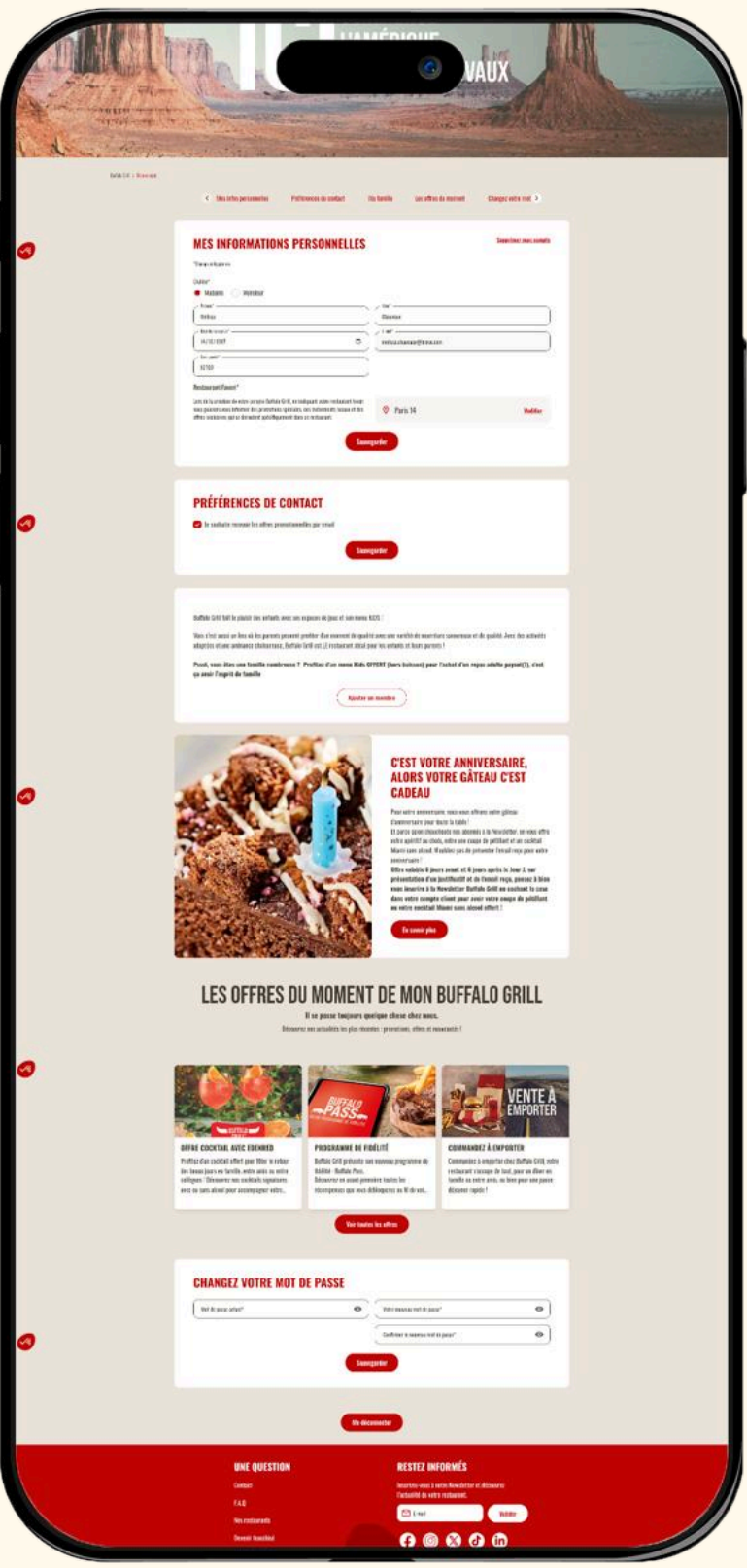
**By email**  
Sent following the launch of the loyalty program

**On the website**  
From various pages or customer account

Add my card

**60%**  
open rate and **42%**  
response rate

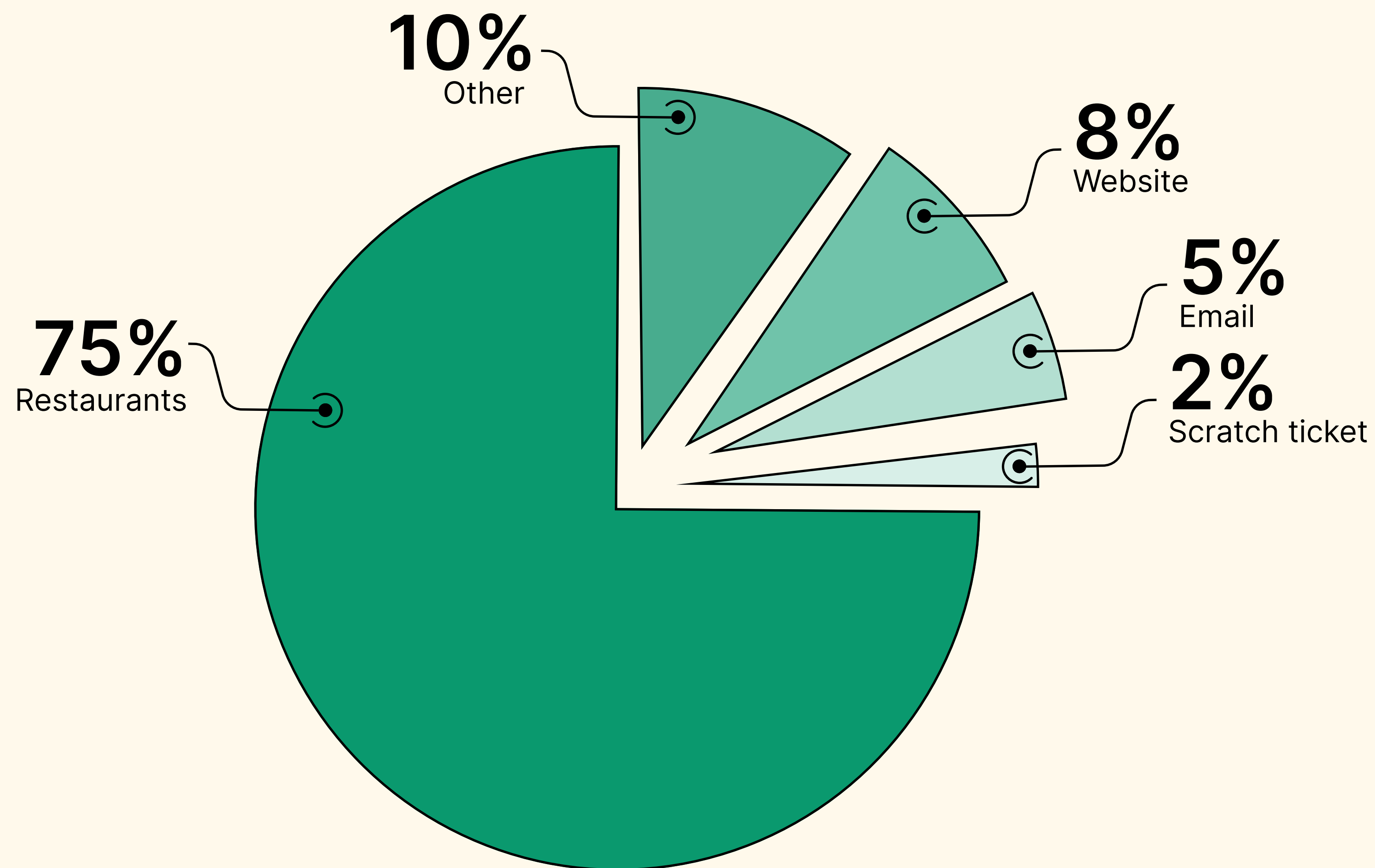
Subscribe



Join the program



# Breakdown of customer loyalty by point of contact

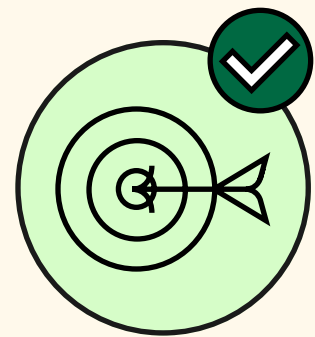




# Loyalty card application form

For a more qualified DB

Once the QR code has been scanned or the CTA has been clicked, the customer fills in a form to activate their loyalty card.



Objective: better customer data collection and a more qualified database

Customers are not put off by their form! The vast majority follow through with their wallet card installation.

**95%**  
installation  
rate

A smartphone screen showing the Buffalo Grill loyalty card application form. The top of the screen features a large image of a burger and the text "BUFFALO PASS" and "VOTRE PROGRAMME DE FIDÉLITÉ". Below this, there is a message in French: "Remplissez les champs ci-dessous pour activer gratuitement votre carte de fidélité Buffalo Grill et profiter de toutes vos offres." followed by a red heart icon. The form contains several input fields: "Prénom \*", "Nom \*", "Email \*" (with "buffalo@grill.com" pre-filled), "Date de naissance \*" (with "jj/mm/aaaa" pre-filled and a calendar icon), and "Code postal \*". At the bottom, there is a checkbox labeled "J'ai un ou plusieurs enfants âgés de moins de 10 ans.".





How does Buffalo Grill bring its loyalty card to life on mobile wallets?



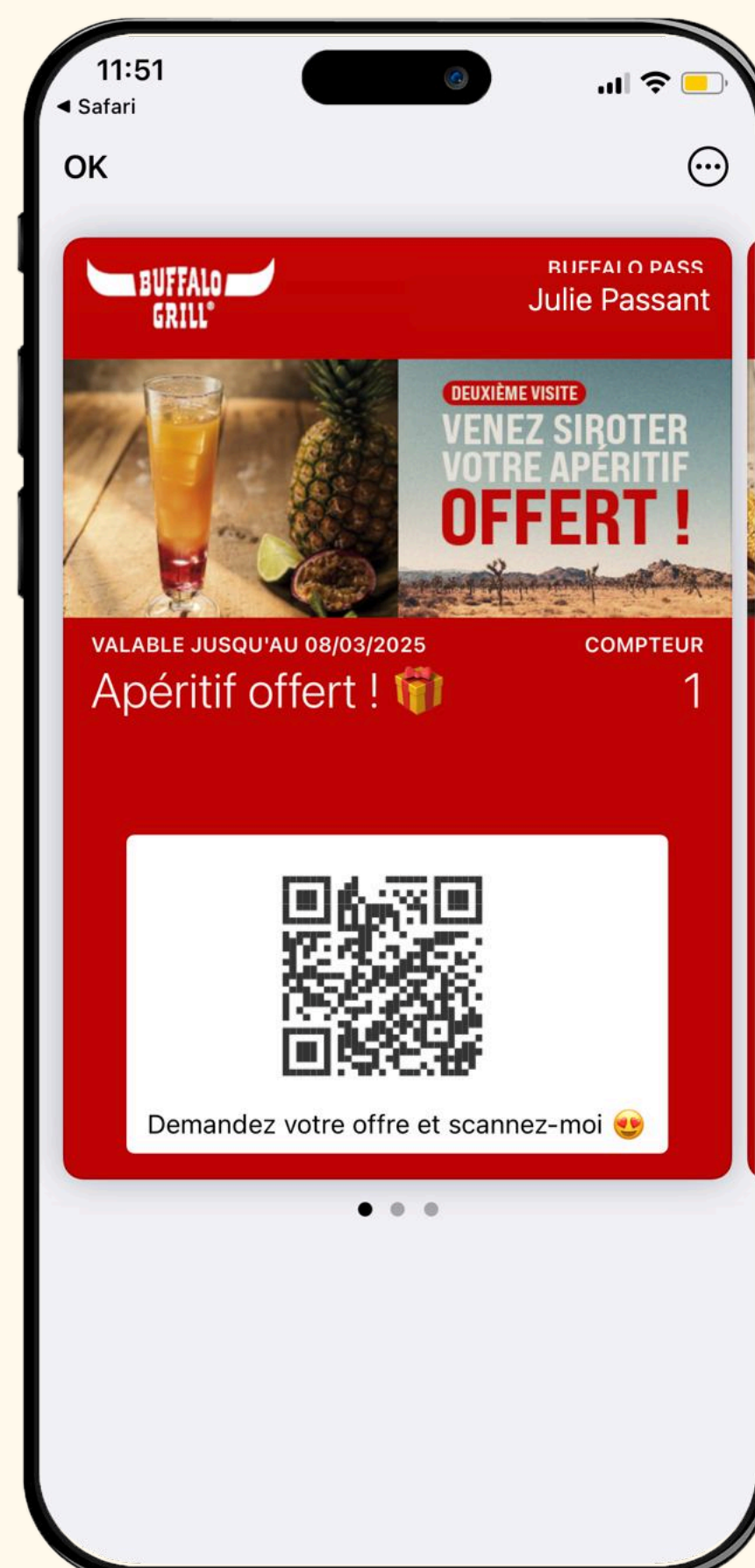
# Zoom in on the Buffalo Pass

A dynamic wallet card

Offers and menu evolve according to the number of times the customer visits the restaurant.



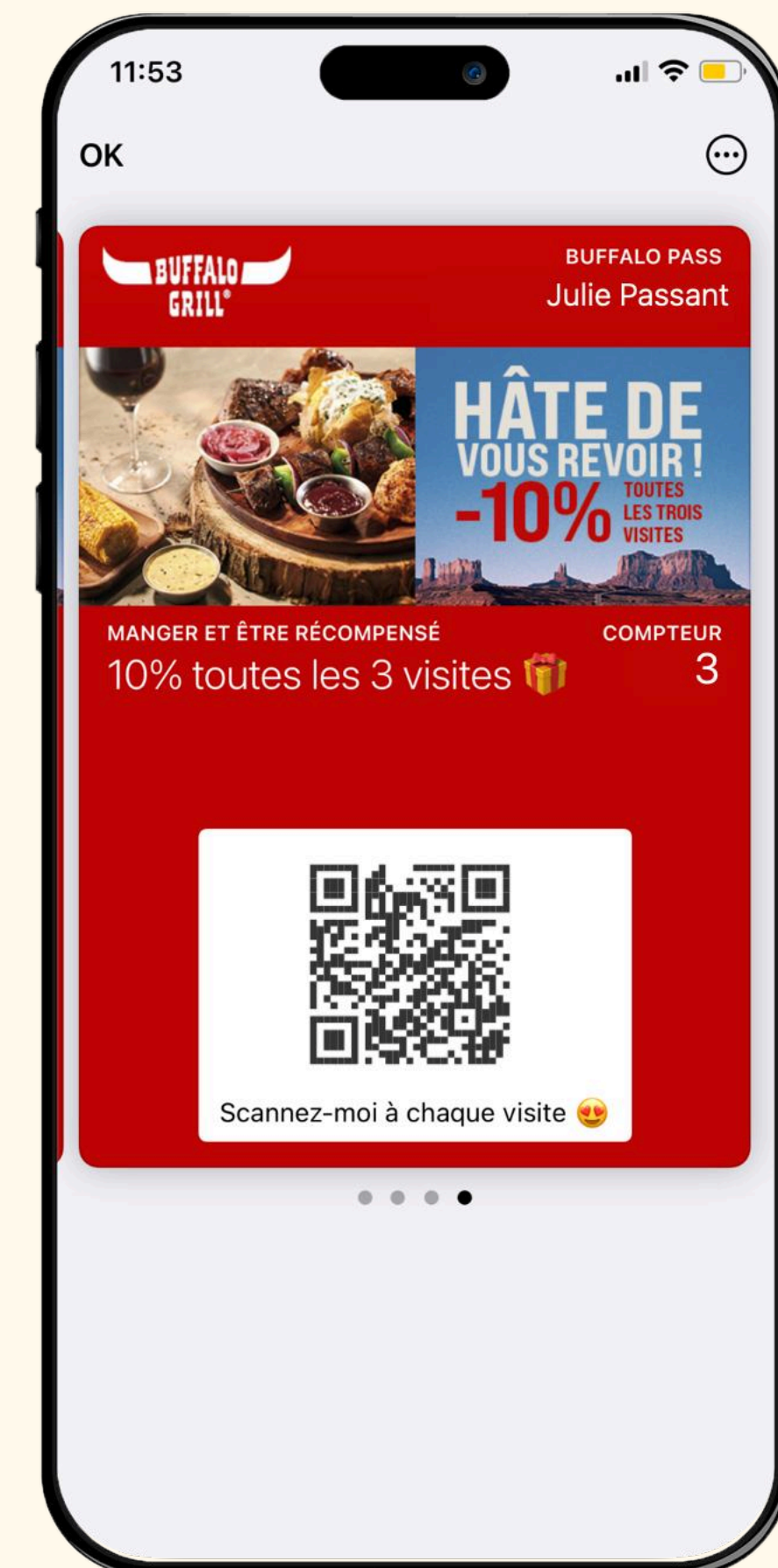
1st visit



2nd visit



3rd visit

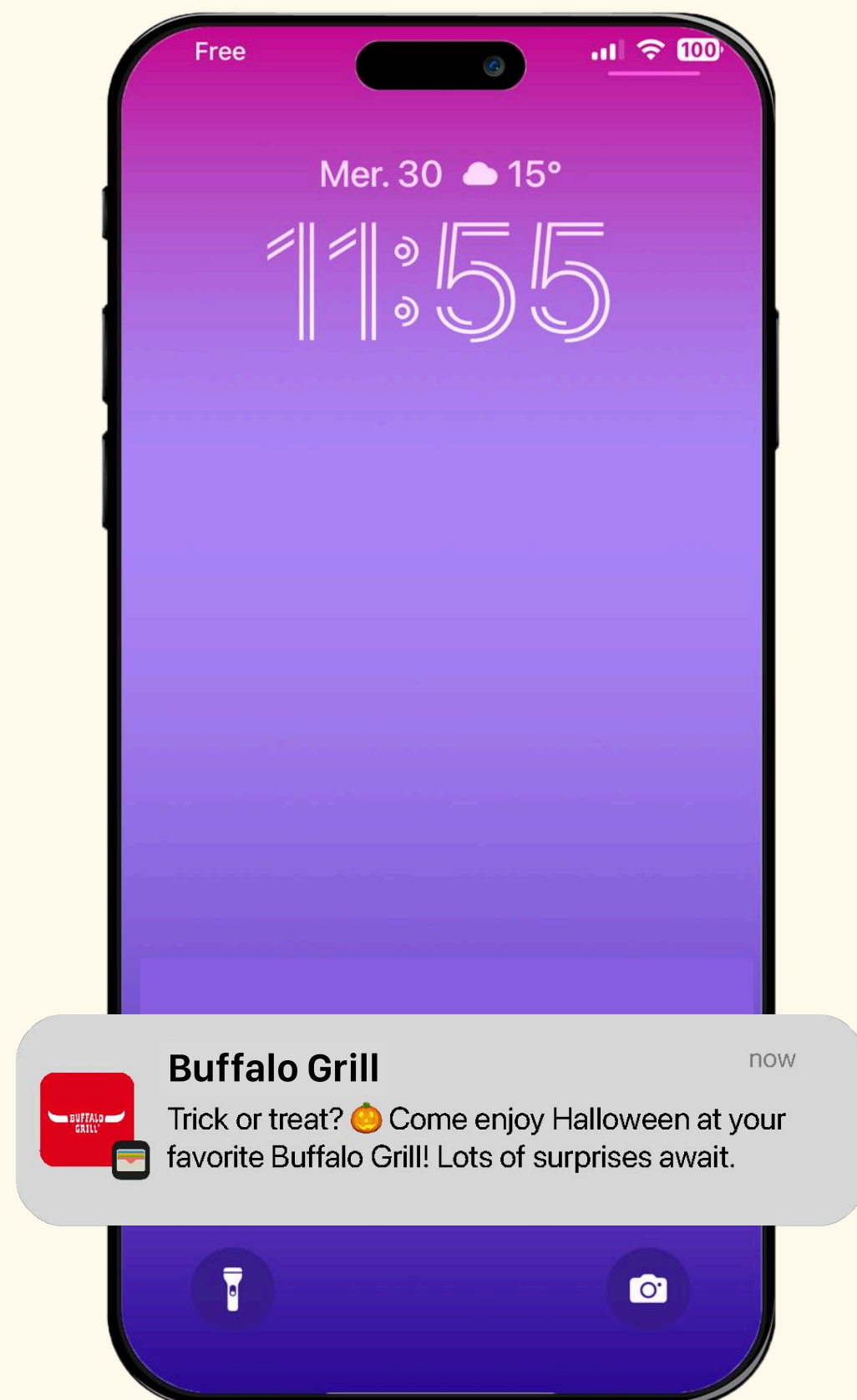


From the 4th visit on

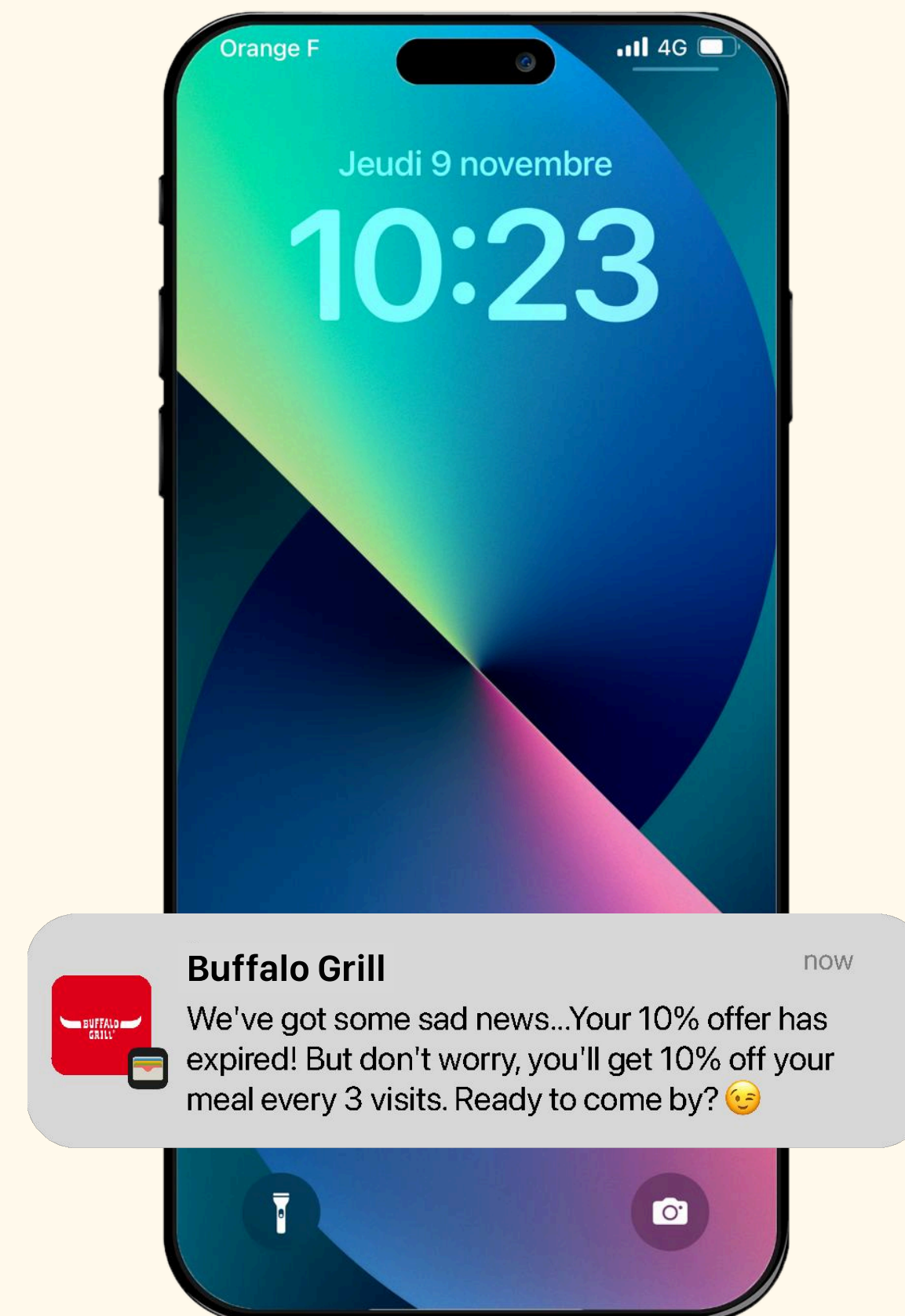


# Push notifications

Once in customers' pockets, Buffalo Grill can maintain a lasting relationship with its "walletized" customer base thanks to regular push notifications.



Commercial notification



Notification of expired offer

An effective way to maintain a close relationship and encourage customers to return to the restaurant!

Notifications give visibility to the loyalty program and keep it top of mind throughout the year.





## Mobile wallet results at Buffalo Grill



# Buffalo Grill wallet marketing results over 6 months



Huge loyalty boost!

**500,000**

wallet cards activated in 6 months

A **larger**, more qualified **customer database** thanks to the form

**47%**

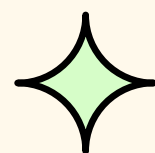
of walletized customers made a return visit

**+24% at 8 months**

**16%**

made at least 2 visits

**+13% over 8 months**





# Wallet results at Buffalo Grill today

**+56**

visits/month/restaurant

**+162**

covers/month/restaurant

**29%**

of walletized customers  
have made at least one  
return visit

VS

**23%**

of customers not walletized





Wallet cards are a hit!

92%

wallet card **retention rate**  
in customers' cell phones

On average, the retention rate of a card in a mobile wallet is 90%.





# Conclusion

Buffalo Grill surpassed its expectations in terms of the number of subscribers! This success has enabled the brand to boost their customers' purchase frequency thanks to:



All thanks to :

- ✓ An attractive loyalty program
- ✓ Promotion in restaurants and online
- ✓ Quick and easy access to this program via the mobile wallet
- ✓ Offers sent by push notification and a counter on the wallet card to encourage return visits.
- ✓ A simple installation process



# Brevo

JULES

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maison 123  
PARIS

jacadi  
PARIS

Galeries  
Lafayette

C  
COURIR®

LACOSTE

celio\*



## More connections, more conversions

Choose the mobile wallet to stay close to  
your customers and boost their  
engagement.

[Contact us](#)