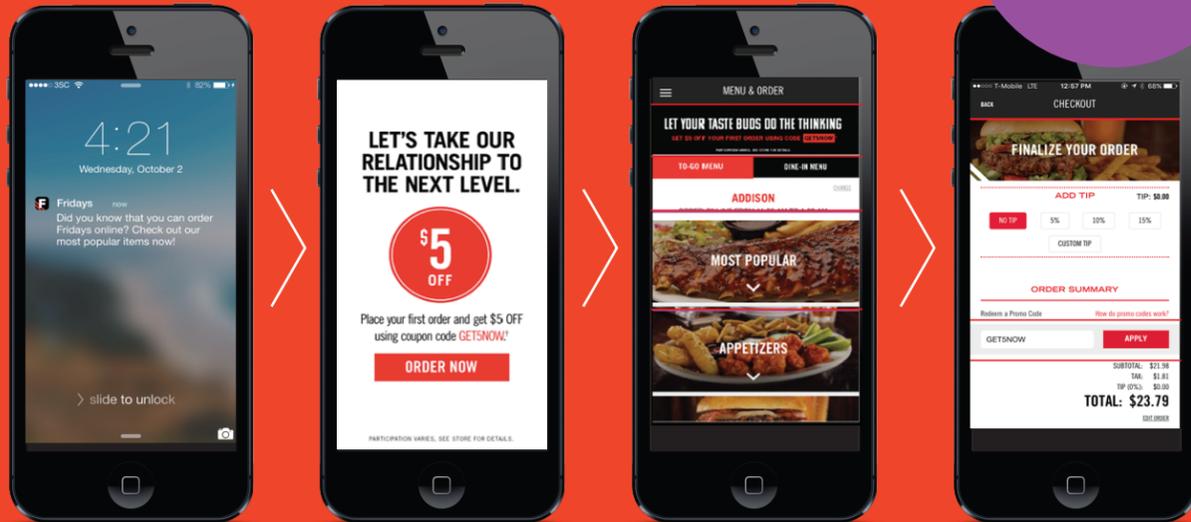


Jane



She's never placed an online order

FIRST ORDER



Jane receives a push notification with an OLO message

3.8x

higher conversion rate than non-personalized

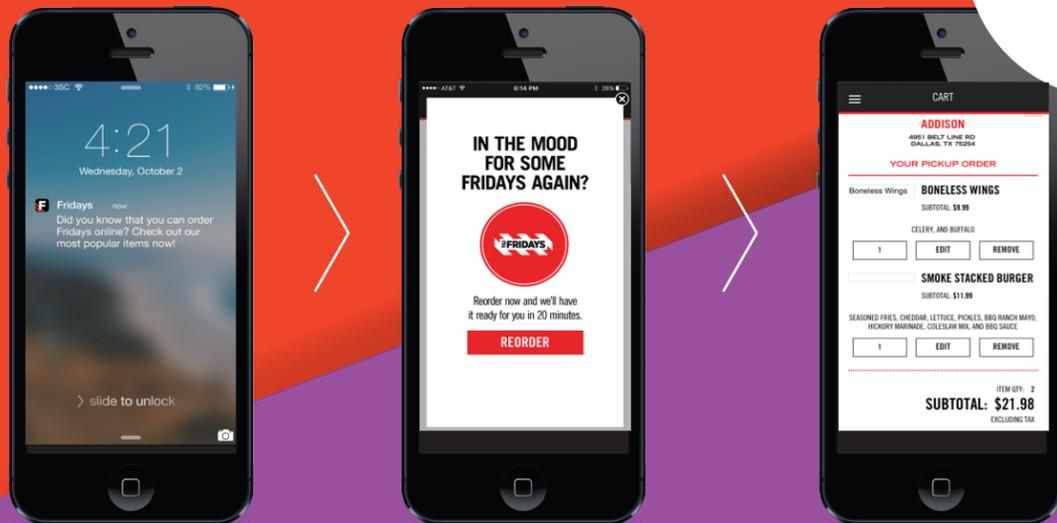
BUILDING AN OMNIPRESENT FRIDAYS EXPERIENCE

RESUBMIT/REORDER

Kelly



She placed an online order at 5 p.m. last Tuesday



Kelly receives a push the following Tuesday at 4 p.m. to easily "Re-Order"

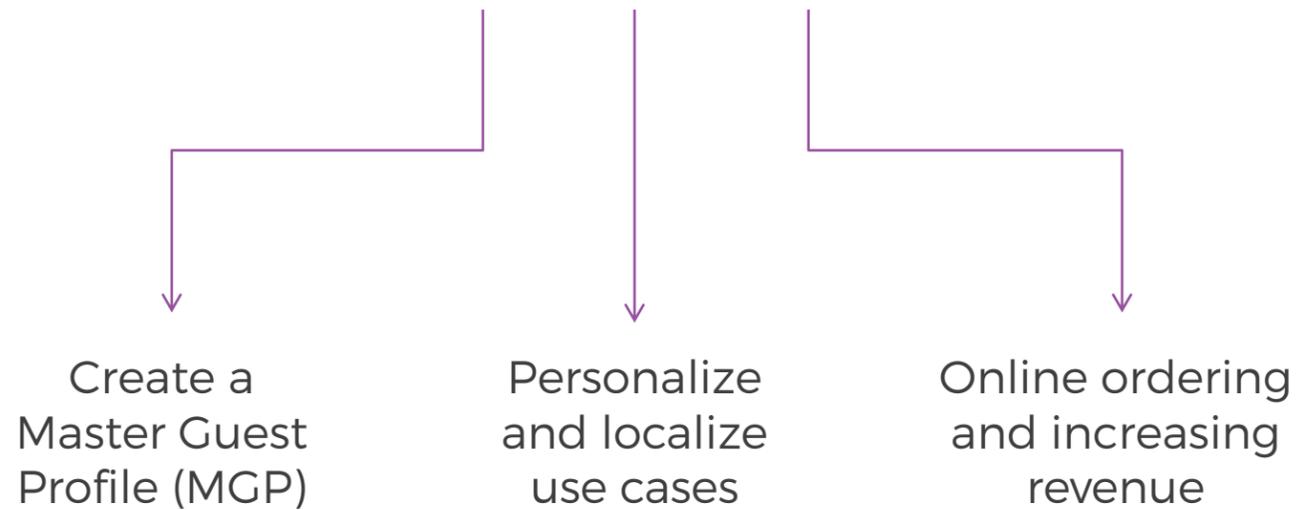
35%

Conversion Rate



HOW TGI FRIDAYS IS USING MOBILE COMMERCE AS A DRIVER FOR DIGITAL TRANSFORMATION

DISPARATE CUSTOMER DATA



MASTER GUEST PROFILE

Using multiple data sources, our solution will enable delivery of relevant content, offers, products, and recommendations to customers



PHASE ONE

Integrate all of Fridays' owned customer data as well as online digital experience tracking into the MGP

PHASE TWO

Using the MGP, activate personalized use cases:
 • First order
 • Post-submit/reorder

GROW MASTER GUEST PROFILE TO INCLUDE SOCIAL, LOCATION, PREFERENCE CENTER

MASTER GUEST PROFILE VALUE

