

CUSTOMER SUCCESS STORY

Dáme jídlo Drive Sales to New Heights with Talon.One

**INDUSTRY**

Food & Beverage

BUSINESS TYPE

On-Demand

INTEGRATED IN

2 Weeks

YEAR FOUNDED

2012

LOCATION

Czech Republic

PROMOTIONS USED

- Coupons
- Discounts
- Bundles
- Referrals

OVERVIEW

Dáme jídlo (Delivery Hero Group) has quickly become the largest food ordering platform in the Czech Republic. They deliver over 2000 orders per hour from restaurants in 167 towns and villages across the country.

Challenge



Dáme jídlo, like many companies, had no promotion infrastructure in place when they started. As they were growing very quickly in size, it became clear they would need to be able to target their promotions in a more cost-effective way. The method they had in place at that time involved extensive developer resources to build the complex promotion logic they needed. Their marketing team needed to have reactive campaigns that would target very narrow market segments and also offer them more advanced CRM-centric processes.

DÁME JÍDLO NEEDED A SOLUTION THAT

- 1 Was a pre-built promotional infrastructure
- 2 Could be managed entirely by the marketing team
- 3 Created automated discounts & notifications for upselling
- 4 Would free their dev team from writing promotional code



“

“Why would we build a promotion infrastructure when we can just outsource it?”

Jan Pulkrábek

Head of Product & Development at Dáme jídlo

Solution

Dáme jídlo wanted to have control of automated messaging on their mobile platform and through Braze. They send their customer & session data to be converted into usable attributes for promotions and then

connected their present BI and CRM tools. Now they are able to effectively communicate offers and discounts to their customers in real-time and trigger coupons to be sent directly to customers.

TALON.ONE HELPED THEM

- 1 Trigger effects in their 3rd party mobile platform
- 2 Generate over a million single-use coupons
- 3 Consolidate cross-department promotions in one platform
- 4 Automate campaigns using custom-built attributes



“Every time we prepare a new campaign, I’m surprised by a new feature that gets me thinking about what to build next.”

Anna Dufková

Head of CRM & Marketing Automation at Dáme jídlo

Results

Now the marketing team at Dáme jídlo are fully independent from their developers’ workflow. This means they can focus on creating campaigns while the developers can once again focus on their core product without interruptions.

Today Dáme jídlo make up to 150,000 daily API requests. These requests correspond to a huge variety of promotional activity in both continuous and periodic campaigns, with much less effort and time than before.

NOW DÁME JÍDLO HAVE

- 1 A constantly scaling promotion infrastructure
- 2 Creative freedom when designing campaigns
- 3 Automated thousands of marketing processes
- 4 Automated & targeted campaigns that attract users



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