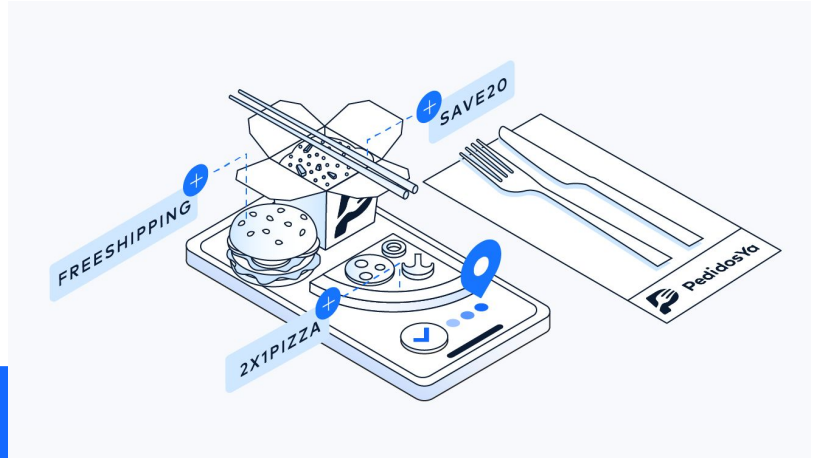


CUSTOMER SUCCESS STORY

PedidosYa Deliver Targeted Campaigns with Talon.One

**INDUSTRY**

Food & Beverage

BUSINESS TYPE

On-Demand

INTEGRATED IN

16 Days

YEAR FOUNDED

2009

LOCATION

South America

PROMOTIONS USED

- Coupons
- Discounts
- Bundles
- Referrals

OVERVIEW

Delivery Hero Group's, PedidosYa processes millions of online food orders every month from 7 South American countries. Every day they deliver customers meals made in over 15,000 restaurants across the continent.

Challenge



PedidosYa had a coupon system that was outdated and did not allow the flexibility to support the top rated customer experience they wanted to deliver. Marketers were restricted to extremely basic discount strategies, and coupons were costly for them due to issues with fraud. They needed to have a promotional infrastructure that would scale with their company's rapid growth, deliver important features that they were missing to target customers more effectively and design modern campaigns that resonated with their clients.

PEDIDOSYA NEEDED A SOLUTION THAT

- 1 Would encourage customer engagement
- 2 Was easy to implement & manage for their marketing team
- 3 Could be deployed easily by customer service agents
- 4 Would scale effectively with their own rapid company growth



“

“With Talon.One we can create really flexible campaigns that help us deliver a unique experience for our customers.”

Adam Mallat

PedidosYa Product Owner

Solution

PedidosYa's tech and marketing team discussed their new ideas for campaigns and the variables they would need to control. They then integrated this data into the rule builder, which allowed them to

trigger effects for very specific time, location and interaction discounts. These new campaigns increased customer spending and also heavily reduced the amount they had been spending on development.

TALON.ONE HELPED PEDIDOSYA

- 1 Convert their real-time data into promotion variables
- 2 Save a huge amount of time and money on development
- 3 Securely integrate all of their customer data
- 4 Prevent possible fraudulent coupons being created



“They changed our lives! With Talon.One’s unique Rule Builder, we can access so many capabilities and run even smarter campaigns without the extra development work”

Adam Mallat

PedidosYa Product Owner

Results

PedidosYa now have full access to all their customer profile, real-time and Point-Of-Sale data in each of their campaigns, which has let them create more compelling promotions that capture the

hearts and minds of their public. Now their developers can focus on maintaining their steadily growing delivery business so they can run 24/7 and provide great support and experiences for their clients.

NOW PEDIDOSYA HAVE

- | | |
|---|--|
| 1 More creativity & variety in their promotions | 2 Rule validation that prevents fraudulent coupons |
| 3 The option to create instant coupons for unhappy customers | 4 Full control of all their real-time data in their campaigns |



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