

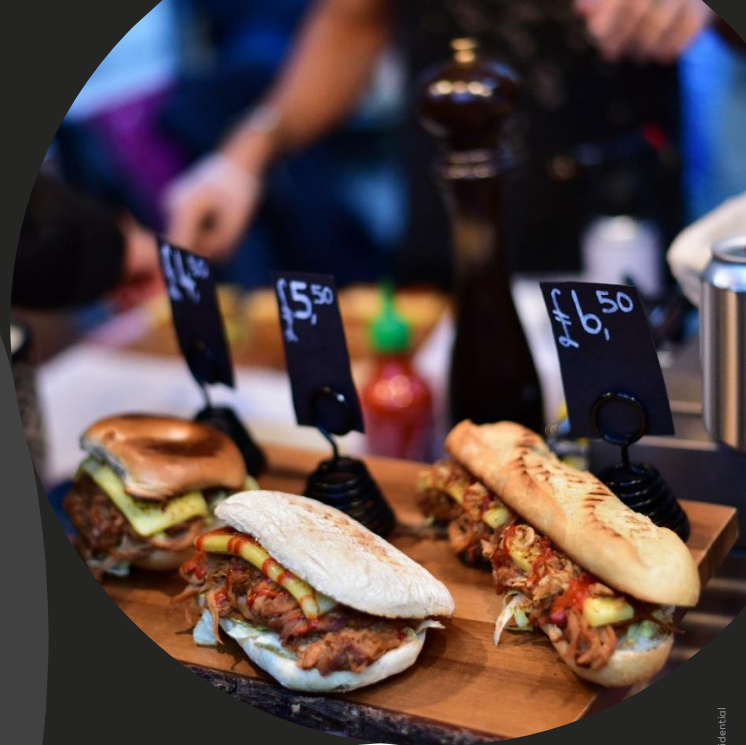


A restaurant launched a cross-market loyalty program with Mastercard SessionM

Restaurant Case Study

Engagement & Analysis Timing: August 2022

GLOBAL



A global quick service restaurant launched a cross-market loyalty program with Mastercard SessionM.

Context and Challenge

A global quick service restaurant had different loyalty programs across their markets, each using different technologies and offering guests different features and points systems.

While some markets had successful programs, other markets were unable to replicate their success. This fragmentation made it difficult to report on loyalty metrics at a global level.

Approach and Solution

The restaurant used SessionM to power their loyalty program across markets with a consistent and scalable technology platform, while meeting regional needs.

SessionM provided campaign setup and reporting tailored to the restaurant's needs, while enabling direct access to loyalty program performance data and integration with the restaurant's existing business intelligence tools.

Results

With SessionM, the restaurant was able to scale their loyalty program across markets.

5

Countries launched, with additional countries in the pipeline



The restaurant has a view into performance across their markets

250

Campaigns delivered by SessionM

20k

Audiences produced by SessionM



Next Steps

For more information,
please contact your
account representative.

