

Why only have a slice of customer data when you could have the whole pie?



Last year was tough, but the tide is finally starting to turn: **visits to pizza and Italian restaurants are up over 26% since the beginning of the 2021.** The best way to capitalize on these positive trends is to invest in marketing—but where do you start?

The answer: **get to know your customers.**

As patrons begin returning to your physical location, make sure you're seizing the opportunity to identify and capture their information for marketing purposes. Zenreach makes it easy.

Here's how it works:

Zenreach harnesses the power of your guest WiFi network to close the online/offline marketing loop for your brick-and-mortar business and helps you...

- 1. Collect in-store customer data:**
Zenreach captures customers who sign on to your WiFi, plus identify anyone who's previously connected to a Zenreach network at any of the thousands of other locations we serve.
- 2. Get to know your in-store patrons:**
Learn about dwell time, visit frequency, peak hours, demographic breakdowns, and more for your in-store customers.
- 3. Leverage your data for customer retargeting:**
Use the in-store data you collect to retarget your customers with marketing: from emails to ad campaigns.
- 4. Measure the impact your marketing has on foot traffic:**
See both the online and in-store conversions driven by your marketing efforts.

4M+

Customers driven to physical locations in 2020

2M+

Visits driven to pizza/Italian locations in 2020

48M+

Total users in the Zenreach proprietary network

7.4M+

Total pizza lovers in the Zenreach network

Don't go another minute without seeing the full marketing picture — get in touch today.

(800) 807-9434
hello@zenreach.com

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