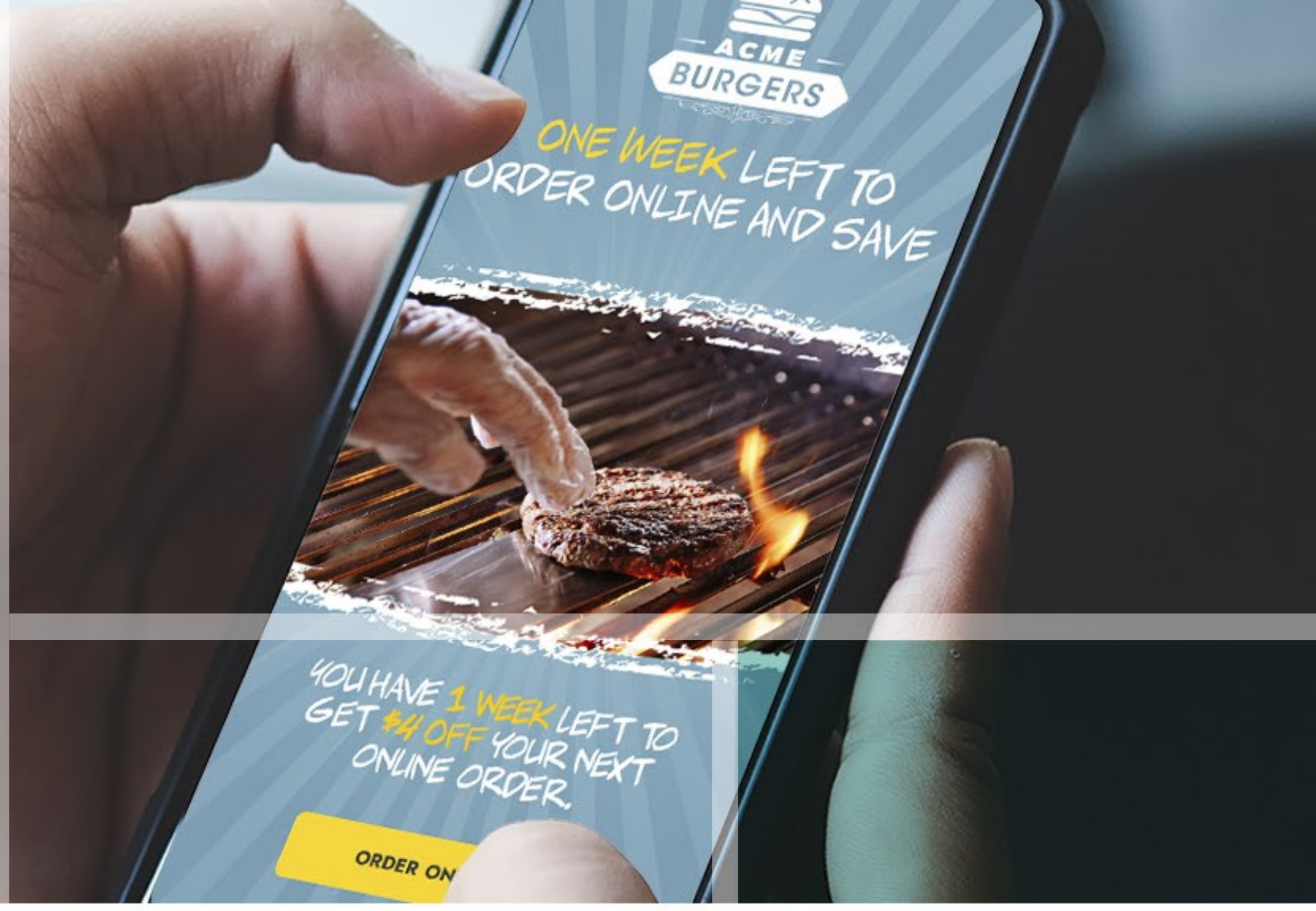


Targeted Restaurant Marketing Turns One-Off Visitors into Profitable Repeat Diners



Learn how to turn first-time guests into loyal repeat customers by embracing modern marketing methods.

HungerRush’s latest survey uncovers consumer attitudes toward promotional marketing campaigns and shows how quick-service and fast-casual restaurants can use targeted marketing to convert one-time visitors into repeat guests, build long-term loyalty, and drive significant increases in revenue.

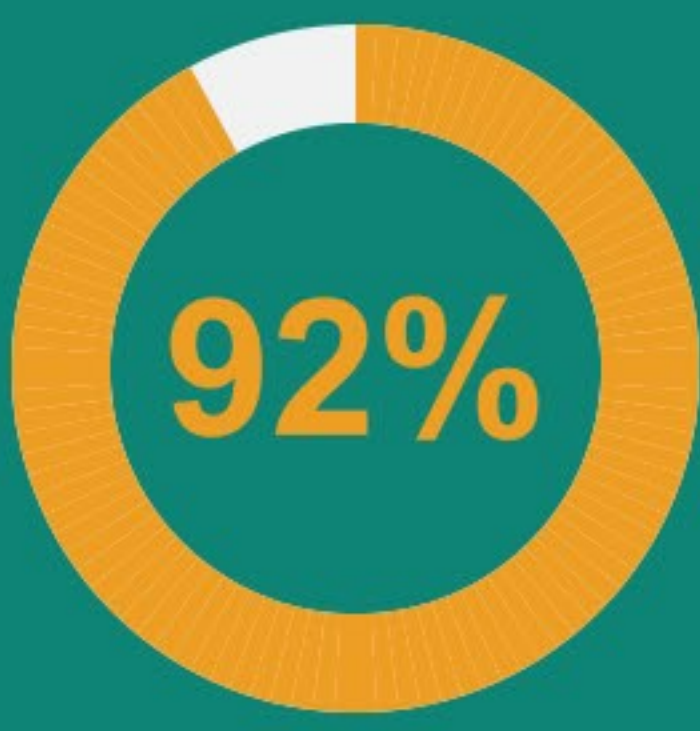
Your restaurant can gain a tangible — and fast — return on investment.

55% of consumers who receive marketing messages from restaurants will dine at that restaurant within the next month — **25%** within the next week.

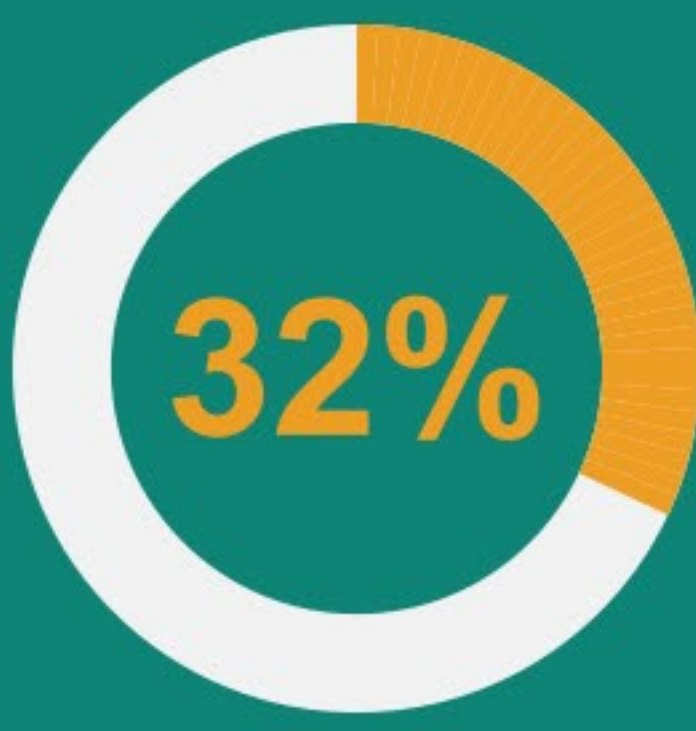


CONSUMERS HAVE RETURNED TO DINING OUT IN DROVES.

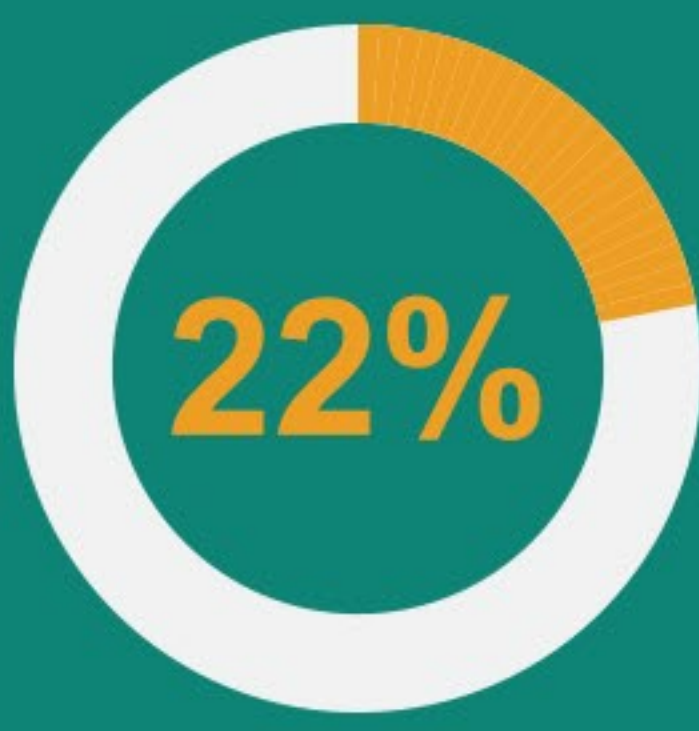
They are seeking enjoyable dining experiences at an affordable price — citing lower price points as the top motivator for choosing a fast-casual or quick service restaurant.



Dine at QSRs at least once a month



Dine at QSRs 4-6 times a month



Dine at QSRs 7+ times a month

MARKETING MESSAGES FROM RESTAURANTS ARE WELL-RECEIVED BY THE VAST MAJORITY OF CONSUMERS.

26%

are selective, receiving 1-2 weekly marketing messages

32%

like to hear from multiple brands, receiving 3-5 weekly marketing messages

18%

receive 6 or more weekly messages

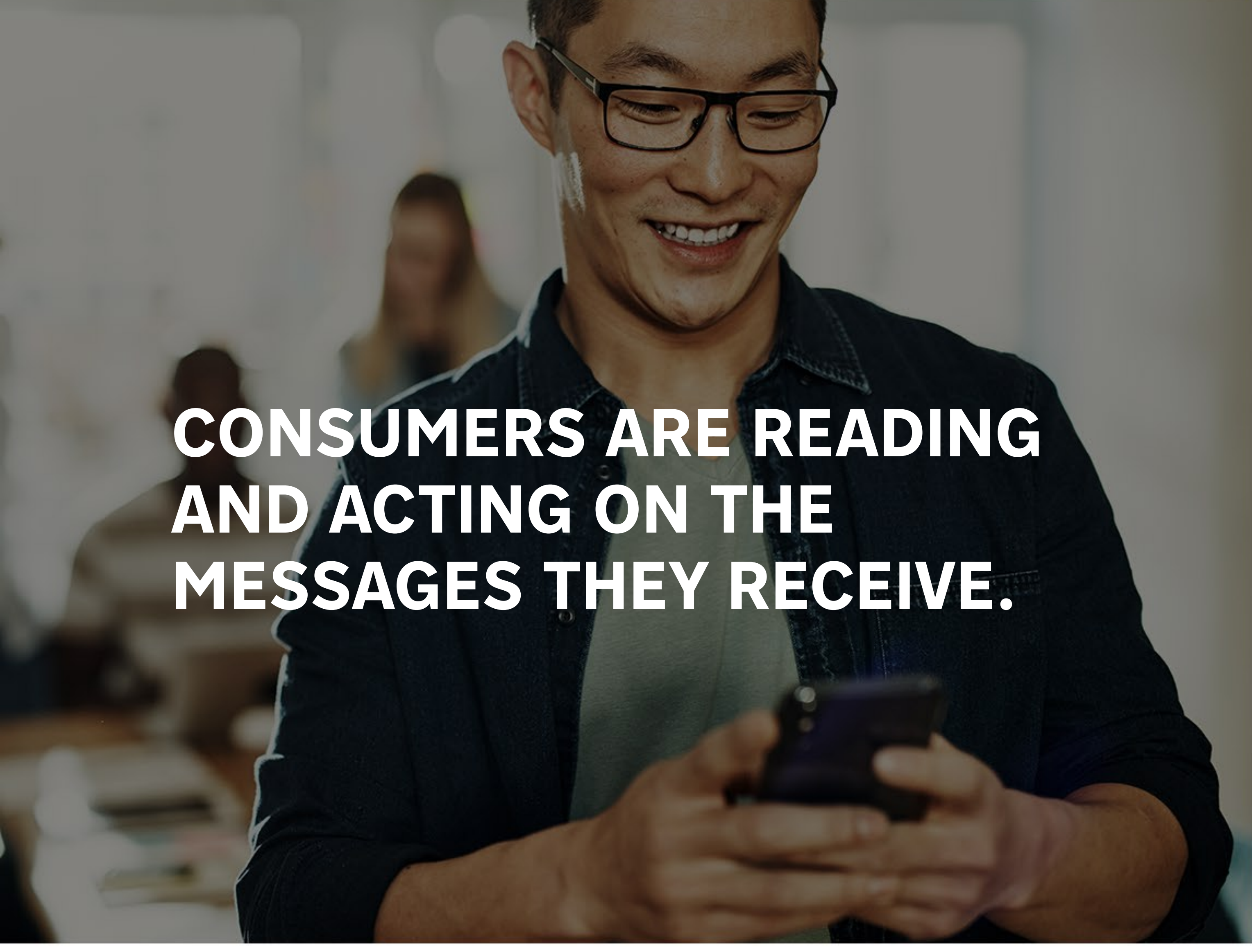
71% of customers opt in to marketing messages. Here’s why:



45% believe they’ll be rewarded for frequent visits

27% sign up to get a discount on their first or future visit

10% want updates on seasonal menu items



CONSUMERS ARE READING AND ACTING ON THE MESSAGES THEY RECEIVE.

62%

say they are much more likely to visit a restaurant within one week of receiving a promotional offering.

55%

report that marketing messages can persuade them to visit the restaurant — even if they don’t use the coupon.

THE SENDING METHOD MATTERS.

More than **60%** across all age groups prefer email messages and promotions, followed closely by physical mailers and text messages.

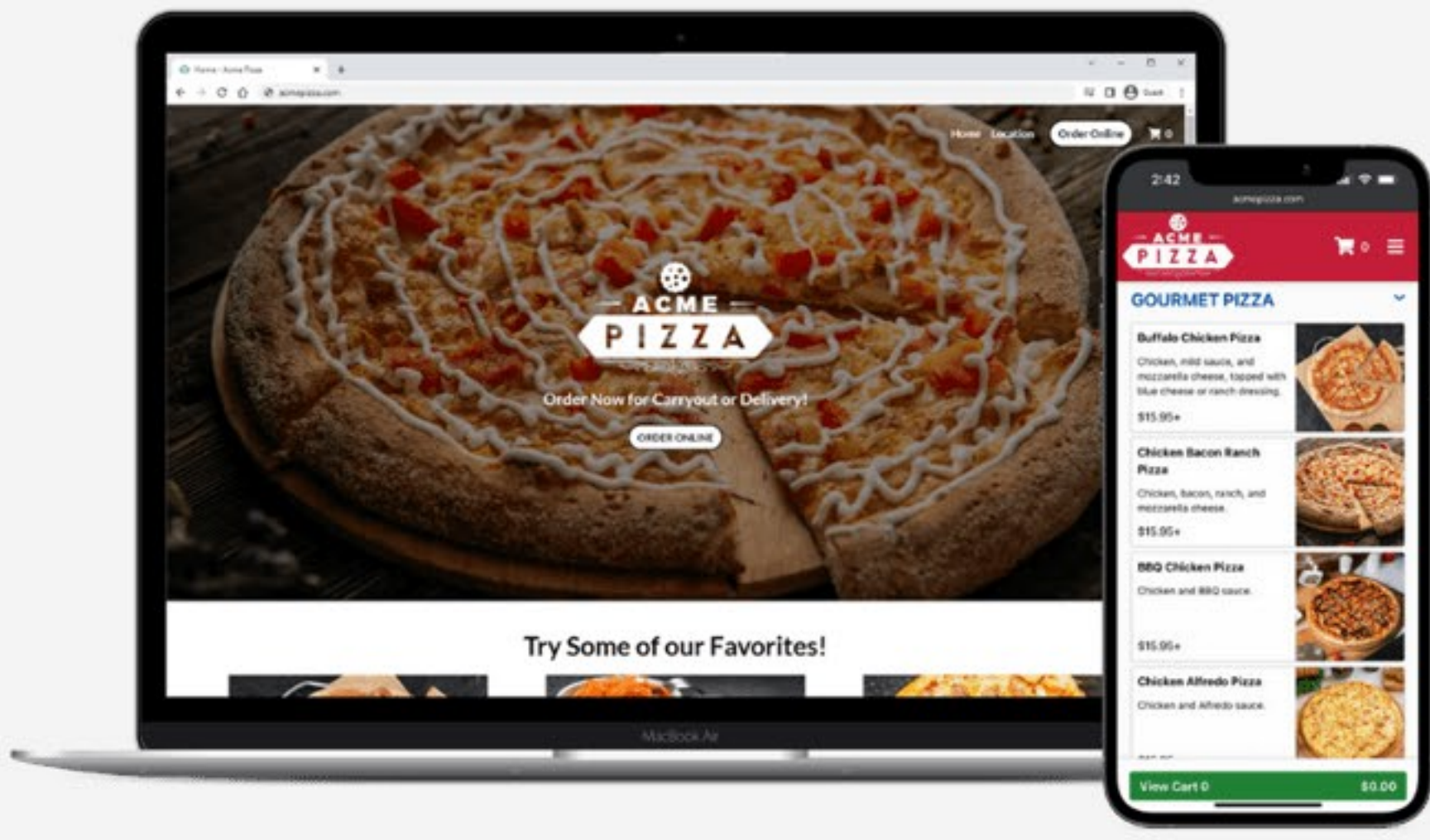
63% save email promotions. **61%** use coupons and promotions as often as possible.

WHAT CONSUMERS CARE ABOUT MOST: INFO ON TASTY ITEMS AND NEW LOCATIONS.

While promotions, deals, and coupons undeniably held the top spot, customers cited these additional reasons for staying connected:

82% cited weekly or monthly menu updates

43% wanted to hear about new store openings



CONSUMERS HAVE AN APPETITE FOR DIRECT COMMUNICATION WITH THEIR FAVORITE RESTAURANTS.



Nearly **40%** are not using third-party delivery apps. Yet, **82%** have made a purchase because of a text or email message from a restaurant.

Your opportunity?

Connect with customers and direct them to your online ordering site using personalized discounts that drive repeat business.

TAILORED MARKETING SIGNIFICANTLY INFLUENCES LOYALTY.

Now you can convert first-timers into long-timers.

HungerRush offers powerful marketing capabilities that span all your customer engagement channels. Now, you can use valuable customer data to influence customer behavior — and keep your guests happy and coming back for more.



“As a restaurant owner, I have the added challenge of figuring out how and when to connect with my customers. HungerRush simplifies the process of sending out email blasts and text messages with customized promotions based on dining behaviors. The HungerRush technology has been instrumental in helping me build a loyal customer base.”

– Andy Nannoshi, Owner of Uncle Andy’s Pizza

It’s clear that customers enjoy staying connected with their favorite QSR brands — and are actively looking for messages that include discounts, menu updates, or latest new store openings.

The trends in this survey show that savvy marketing campaigns and promotions can help your restaurant create loyal guests who return again and again.

Schedule a Demo