bikky

The #1 Data and Marketing Platform Built for Restaurant Brands

The guest journey today is fragmented.
Connect your silos and communicate at the right time for every guest.

SMARTER GUEST DATA
Centralize data and make it actionable for marketing.

SMARTER TARGETING
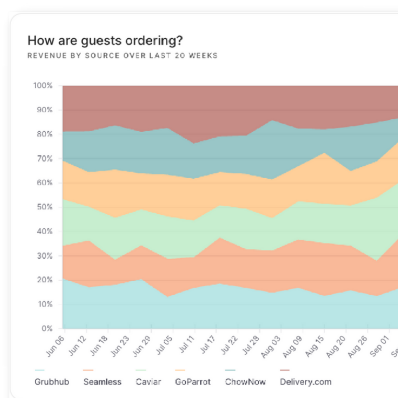Create real-time audiences and trigger campaigns.

SMARTER ATTRIBUTION
See revenue reporting without digging through spreadsheets.

PLATFORM PREVIEW:

1 Pull your data together.

How are guests ordering?
REVENUE BY SOURCE OVER LAST 20 WEEKS

Grubhub   Seamless   Cavier   GoParrot   ChowNow   Delivery.com

2 See a full view of each guest.

Dr. Sterling Bernier MD

Segments included in

80 days lapsed | 70 days lapsed | 60 days lapsed | 90 days lapsed | Phone
Two orders

About

Credit Card	Email	Phone	Address
None found	john.jacobi@mckenzie.com	(604) 457-3730	Five Times Squa, New York, NY 10036, USA

GUEST FOR	LIFETIME VALUE	TOTAL ORDERS
8 months	$52.11	2
Last ordered 8 months	Average check size $26.06	Order sources ChowNow, Seamless
	Average order size 1.0 items	Visited locations Financial District

3 Create instant segments.

SEGMENT ⇅   + Create Segment

6 Month Anniversary
First order date is before the last 179 days
AND first order date is within the last 181 days

3p to 1p Habit Change
First order source used are Grubhub OR UberEa
Delivery.com OR Caviar OR Slice
AND most recent order source used is GoParrot

Total Orders Ever = 5+
Total orders placed is greater than 5 for all time

4 Measure revenue automatically.

Rate ⇅	Revenue ⇅	RF
0.6%	$339.35	
0.6%	$1,535.55	
0.7%	$886.65	
0.5%	$774.80	
0.5%	$49.30	

bikky   WWW.BIKKY.COM   (347) 946-3002

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Bikky makes targeted marketing easy for restaurants.

HOW WE DO IT:

BIKKY'S PLATFORM FEATURES

| Data Aggregation | Guest Profiles | Dynamic Audiences | Campaign Targeting | Revenue Reporting | By-Location Scorecards |

Data Aggregation
Pull and clean your data across different operating systems including POS, ordering, third-party marketplaces, and reservations.

Guest Profiles
See guest data in real-time, including marketing engagement, lifetime value, revenue per operating system, and order sources over time.

Real-Time Segments
Create instant guest segments using 20+ guest attributes with and/or logic. Filter by first-time source, last time seen, most recent order source, and more. Then, send directly to your email provider.

Campaign Targeting
Trigger email, SMS, and ad campaigns without spreadsheets or filtering. So you can focus on the creative part of each campaign.

Revenue Reporting
See daily or cumulative revenue across all of your marketing campaigns or drill down into one campaign.

By-Location Scorecards
See how your business is doing at each location over time, including monthly change in: database size, average check, repeat rate, and LTV.

The Guest Data Layer Trusted By the Best Brands

Dog Haus   BOQUERIA   SCHNIPPER'S   5 NAPKIN BURGER   KOBEYAKI rolls, bowls, burgers & buns

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The restaurant industry is sitting on a mountain of data. Bikky makes it actionable.

The Results

25%
Increase in Guest Retention

6X
Increase in Online Orders

15%
Increase in Guest Order Spending

Target smarter. Profit Faster. Use Bikky audiences to activate *personalized* campaigns and report on attribution without list-pulling.

EMAIL
Update segments in real-time and trigger email automations as guests enter the segment.

SMS
Text guests to ask for feedback, see responses, and respond via a dashboard.

AD
Create custom audiences to be more targeted and drive more revenue with your messaging.

How We're Different

Built-In Data Analyst	Pull data in from 30+ operating platforms, each with their own format.
Smart List-Building	Create behavioral guest segments in the click of a button.
Full-Circle Marketing	Trigger marketing campaigns with smart audiences and tie engagement to revenue.
Your Industry Advisor	Access a community of restaurant marketers who understand you.
Fast-Moving Software	Rise above restaurant technology that settles. Because your success is our success.

WHAT CUSTOMERS ARE SAYING

"Bikky takes data that might have been outside of our grasp before, pulls it into our realm and then allows us to use it."

Sean Gunner, Director of Marketing | 16 Handles

▶ WATCH THE VIDEO

Already a customer of Bikky? Check out our Help Center