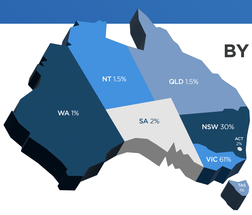
DEC 2023

deliverit
COLIO

December Delivers $120k+ in New Sales for Deliverit Customers

Australia's favourite POS and online ordering partner for pizza and takeaway businesses for over 25 years now offers even more; Introducing the **Deliverit Automated Marketing Program.** This hands-free marketing solution is helping all businesses, from single-site family-run stores to franchises, reap the benefits of more orders and increased transaction values. In a market that, according to IBIS has seen negative growth of 1.2%, the Deliverit Automated Marketing Program has helped businesses across Australia drive orders, buck that trend and grow.



BY THE NUMBERS DEC 2023

213
Participating Businesses

18%
Median Database Growth

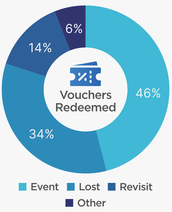
8,242
Average Database Size per Site

26,298
December Total New Customers Added

DECEMBER TOTAL SALES

$99,833
Sales from Voucher

$25,274
Sales from Campaigns



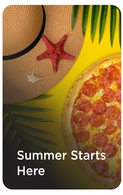
SALES BY TYPE

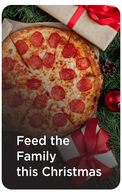
$71,701
By auto comms**

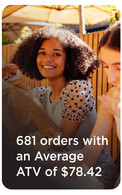
$53,407
By event comms*

THE DECEMBER SPECIAL

Event Promotions


Summer Starts Here


Feed the Family this Christmas


681 orders with an Average ATV of $78.42

BEST SELLERS

The Campaign That Matter

Top Redeemed Voucher

Lost Customer 15% Off on $40

409
Lost Customers Returned

Top Performers

George's Gourmet Pizza Bella Vista

$5,038.97
Highest Sales

Rej's Old Skool Pizza

15
Most Lost Customers Returned to Single Location

ANDIAMO · Italian Kitchen · Amalfi Pizza Pasta · Smokin' Joe's Pizza & Grill · Mad Sapphos Pizza & Pasta · I ♥ PIZZA Love Every Bite

RECEIPT

Average Order Value:

George's Gourmet Pizza Bella Vista **$88.50**

Amalfi Pizza Pasta Rowville **$81.27**

Dough Boyz **$79.74**

· Thank you for Ordering! ·

The Big Picture

4,579
Total Lost Customers Returned

Digital marketing that gets results:

*Event Comms - communications targeting the whole database around a key event such as Christmas or AFL Grand Final. The key objective is to drive engagement and increased average transaction value.
**Auto comms - communications triggered by a customer's behaviour.
EG: a new customer receives a welcome message and a lapsing customer receives lost communications.