

deliverit
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The 4 Secret Ingredients To Success!

Learn how one family Pizza Restaurant delivered over \$8,500 in additional **online** sales in 2 months, hands-free!





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The Deliverit Automated Marketing Program available exclusively to Deliverit customers; has helped businesses drive thousands of dollars in new revenue without them lifting a finger.

This automated communications program is tailored to individual customers' behaviour and has seen businesses regularly make thousands of dollars in additional sales by re-engaging lost customers, driving increased transaction value and recognising and rewarding loyal customers.

“Our founders started Deliverit because they were Pizza Shop Owners and they knew exactly the technology that businesses needed to streamline their operations.

With the introduction of online ordering, we have developed a completely new opportunity for our customers by using the data that these orders create to do hands-free marketing for them.

It has been a game-changer for businesses, driving additional online revenue effortlessly. Tailored to each customer's behaviour, this hands-free communication system re-engages lost customers, acquires new ones and boosts transaction values, leading to significant increases in sales.

We know the passion takeaway businesses put into their food and now we help bring them closer to their customers and bring that relationship to life to allow them to concentrate on doing what they love.”

Penny Smith, Deliverit CEO.

How did we do it?

Just like making a great Margarita Pizza, there are 4 Secret Ingredients to successfully keeping customers ordering regularly and delivering hands-free sales:



The perfect base

to set up the customer relationship right



The signature sauce

that keeps the relationship fresh



The right amount of cheese

to keep customers interested



A sprinkling of herbs

to surprise and delight

The Perfect Base



All pizza makers know that if your base isn't right, your pizza isn't right. So when it comes to building a relationship with new customers, the same rules apply. The aim here is to **welcome and celebrate** customers to build and maintain a connection to their new favourite local.

In the case of the Deliverit Automated Marketing

Program, this means starting by welcoming new customers, regularly celebrating that relationship and acknowledging their birthday. A welcome message thanking customers for that first order is an important milestone in a customer relationship and acknowledging the anniversary of that first order is a great way to celebrate how much you value your customers.



The Signature Sauce



By engaging all members of the database each month with a **great offer linked to a key occasion** such as Christmas, Father's Day or a key sporting event, Deliverit customers have been able to drive their average transaction value to new heights.

These Event Promotions are also key to keeping the value and integrity of the database. It also serves to keep your brand top of mind for customers in a crowded and competitive marketplace particularly if they flit between brands and aggregators.



Share the Love

Share the gift that keeps on giving.

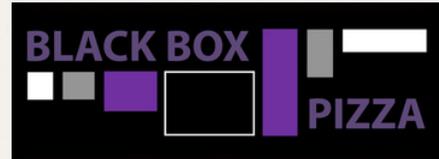
Share The Love Campaign

One of the most successful Event Promotions is the *Share the Love Campaign*. In May 2024 this campaign not only generated over 800 orders it delivered 87 new customers, over \$5600 in sales with an average transaction value of \$64.89.

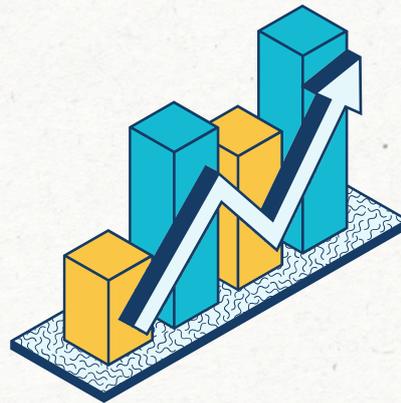


Signature Sauce

Success Story 1



40%
increase in
transaction
value during
December



Black Box Pizza in sunny Port Macquarie saw an average order value of over \$96 during December 2023 compared with their normal transaction value of around \$69. This significant increase in transaction value was driven by 2 campaigns which included a voucher with a 10% discount on a minimum spend of \$60.

By targeting customers at the right time in early December and just before Christmas, Black Box benefitted from customers enjoying work and family gatherings and drove significant additional sales.



Signature Sauce Success Story 2

George's
EST. 1986

Reminders
drive
additional
sales



The extra day of trade for the February 29th Leap Year promotion proved an unexpected success for **George's Gourmet Pizza Bella Vista**; with over 30 orders from customers contributing to almost \$2,000 in additional revenue. The key to success was that customers received a well-timed offer sent around 4pm on the day before with a strong call to action. The restaurant was able to plan for this campaign by subscribing to the **Deliverit Automated Marketing Calendar** where key events and campaigns are delivered right into the owner's calendar so they know when to expect a big lift in sales.



The Right Amount of Cheese



The right amount of cheese is all about targeting the **right customer at the right time** with the right offer to get them ordering again. Let's face it sometimes customers forget how much they love your food and stop ordering for a time. With the Deliverit Automated Marketing Program, our clever algorithm knows exactly when a customer is due to order and if they miss that order they receive an automated message encouraging them to re-order.

New customers are targeted early in the relationship to ensure a follow-up order and existing customers are messaged when their behaviour changes with an appropriate offer.

While most businesses are only sending messages to a few customers each day, the highly targeted nature of these campaigns is successful at driving more orders, more often which leads to more revenue.



The Right Amount of Cheese *Success Story 1*



38 Lost customers returned!



Across November and December, **Rej's Old Skool Coff's Harbour** favourite achieved almost \$3,000 in sales just targeting these customers. With 38 lost customers and 12 customers who needed a prompt for their next visit responding with an average transaction over \$70, this was an exciting start for the program newcomer.

The Right Amount of Cheese *Success Story 2*

December 2023 was a big month for **Soprano's Pizza Epping** with over \$2,000 in sales from 34 customers targeted with promotions based exclusively on their customer journey with the brand. Whilst the offers varied depending on where the customer was in their journey from new customers targeted for a second visit to loyal regulars that hadn't ordered in a while, overall these sales delivered an average transaction value over \$63.



Don't wait until a customer is lost...



A Sprinkling of Herbs



The fourth secret ingredient is that little bit extra, a sprinkling of herbs. In the Deliverit Automated Marketing Program that's our series of **Surprise and Delight** communications. By rewarding customers for their loyalty with a series of milestone communications,

customers feel valued for their continued custom. With a message prompting the customer that they are one order from a reward, they feel the value of the relationship to their favourite local takeaway.



The Perfect Pizza *Success Story*

Delivered over
\$8,500
in sales



Putting all of these special ingredients together delivered over \$8,500 in sales in just two months for Black Box Pizza. Success came in two key ways - net revenue from customers redeeming their vouchers and full margin revenue from customers prompted to order by timely communication.

The combination of each of the 4 ingredients is what delivered such a phenomenal result. By balancing regular engagement with highly targeted and personalized communication, customers feel valued and the business isn't discounting all the time to all of their customers to gain attention.

They are doing a lot of things right according to customer Sam -



Enjoyed the great quality pizza, staff were super friendly and was cooked quick!

And by ensuring they have stayed top of mind with customers like Sam and given a few a nudge each day with an appropriate offer success as been as easy as making the perfect Margarita Pizza!

About deliverit oolio



Deliverit started over pizza, as many great ideas do.

It was 1992, and with years of working in the hospitality industry and experiencing the frustrations of owning and running a takeaway shop, we knew exactly what we needed to make the job easier.

So, we created it.

Back then we were one of the first Australian POS systems, helping Melbourne restaurants, cafés, and takeaway stores to make things better and faster, to benefit their staff, customers, and bottom line.

As the needs of the industry have grown, so have we. Deliverit combines your point of sale, online and mobile ordering, back of house, and food delivery apps in one clever, easy-to-use system. Smart and customizable, it's made to order – and works as hard as you do. Because twenty years later, one thing remains the same: our passion for helping Australian businesses like yours grow and succeed on your own terms.

Here's to opening up a whole new world of orders.

Deliverit. Made To Order.

Now part of the Oolio Group.



Enquire at marketing@deliverit.com.au
and ask for a FREE trial to get started on
your marketing journey.

Book a FREE TRIAL