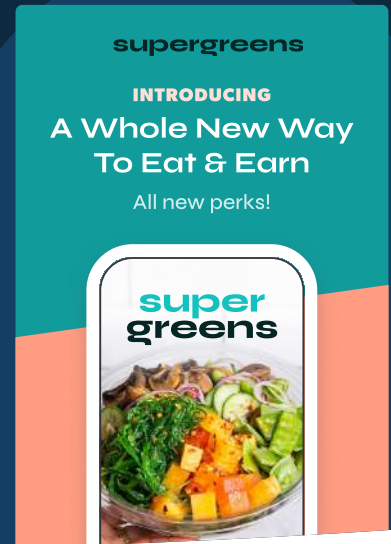




# Considering transitioning your restaurant loyalty program? Thanx makes it easy.



**2x**

Thanx launches 2x faster than legacy providers

**15%**

Thanx restaurants see 15% more loyalty visits

**3x**

Thanx restaurants see 3x better conversion to 2nd purchase

A common hesitation to upgrading your loyalty program is the perceived pain of transition. But underperforming programs can be expensive to your bottom line and put revenue growth at risk.

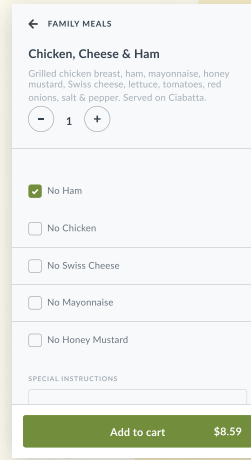
If your loyalty program is underperforming, transition to a vendor who can offer superior program results with a proven track record of quick and easy launches and modern loyalty programs that deliver reach and impact.

Your loyalty program may be underperforming if:	
✗ You've failed to gain at least a 20% participation rate after 1 year (or participation isn't growing)	✔ Thanx drives 20% participation rates within 6 weeks of launching
✗ You are regularly discounting and sending out generic coupons to drive frequency	✔ Thanx leads the loyalty category in non-discount reward innovations like Hidden Menu & Access Pass
✗ You have more orders coming through third-party delivery than first-party delivery	✔ Thanx first-party experiences can deliver hundreds of thousands of dollars of savings per year.
✗ Your app has fewer than 4.8 stars	✔ Thanx apps average 4.9 stars and can be customized for your brand or opt for a custom experience via our API
✗ You haven't A/B tested your loyalty communications (ie welcome emails and rewards reminders)	✔ Thanx offers A/B testing on rewards, messaging, and creative, via one-time and automated campaigns



“ Transitioning to Thanx was really straightforward. Naturally, we were concerned that our existing loyalty members might not re-enroll but rather than seeing a decrease in membership, our membership soared 331% almost overnight!”

– Bailey Scoville, VP of Strategy



## Transitioning your loyalty program to Thanx is easy

- ✔ Thanx handles CRM data migration including customer information and outstanding loyalty points.
- ✔ No more training staff to ask for a phone number or QR code “check in” at the register.
- ✔ Thanx provides comprehensive training materials for your staff including templates for pre-launch and launch promotions.
- ✔ End-user support for your transition (and ongoing) is handled entirely by Thanx.

## And launching with Thanx loyalty is seamless for your customers

- ✔ App users keep the existing downloaded app and are automatically enrolled in the new program.
- ✔ Outstanding loyalty points are available in the new program upon login.
- ✔ No new account is required. Guests simply log in with their existing loyalty email with added the benefit of passwordless login.

Learn more about our transition process at:  
[thanx.com/transitioning-loyalty](https://thanx.com/transitioning-loyalty)