



CASE STUDY:  
LARGE PIZZA CHAIN

*Major Pizza Brand More Than  
Doubles Email Revenue after  
Turning to Tillster for Email*

**Results:**

- **500%** growth in revenue attributed to email
- **155%** more transactions
- **22%** higher open rates

**CHALLENGE:**

Increase customer retention and drive more revenue from current customers

**TILLSTER SOLUTIONS:**

- Email strategy
- Creative services
- Personalization
- Optimization
- Segmentation

For one of the largest country divisions of a global pizza chain, a full 60 percent of all orders come in digitally, and that number continues to grow.

For years, the company has partnered with Tillster for online and mobile order and pay, contributing to the rapid rise in digital orders across its more than 150 stores.

When the brand sought to increase digital engagement, it again turned to Tillster, this time for email. Not only had the two companies established a solid track record of success with digital ordering, but also Tillster brought extensive restaurant e-commerce expertise.

With a consolidated digital ordering and email program from Tillster, the chain would better understand its customer base, improve the quality of guest touch points and ultimately provide a superior guest experience.



## PERSONALIZED CONTENT THAT DRIVES ENGAGEMENT AND SALES

With a goal of maximizing transactions, the Tillster team helped the brand rebuild its email program from the ground up.

First, they focused on making it easier for consumers to engage and convert. Tillster worked with the client to revamp the email template and design to present messages in the most impactful way across both desktop and mobile devices.

Next, Tillster focused on creating a personalized experience, taking a single email blast and tailoring the content to maximize relevancy for each user. Tillster dynamically swaps content blocks, presents loyalty point balances and delivers each message in the user's preferred language.

Third, Tillster provided strategic guidance to diversify messaging and offers to give customers a reason to open emails. Emails now feature varying primary offers, alongside secondary content modules highlighting complementary products.

### 1.5X MORE TRANSACTIONS TIED TO EMAIL

With a more engaging format and messaging, email now drives 1.5 times more transactions. Behind that is greater audience engagement, with open rates up by 22 percent.

These changes resulted in significant improvements in email-driven sales – orders grew by approximately 150 percent.

Looking ahead, Tillster and the fast food chain will continue to optimize, test and monitor results closely and refine their efforts to keep engagement – and revenue – growing.

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*Want to know more?*

Learn more about Tillster's digital ordering, delivery and engagement solutions at [www.tillster.com](http://www.tillster.com).