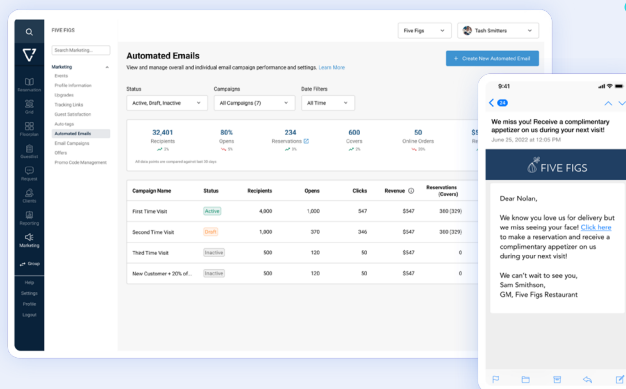


# SEVENROOMS

# Marketing Automation

Drive repeat business automatically with personalized marketing at scale



## / KEY BENEFITS



### Increase incremental revenue automatically

Leverage our preloaded Automated Emails that are proven to increase your repeat business and incremental revenue or create your own emails. Either way, you'll be able to send the right message at the right time to the right guest without lifting a finger.



### Put your guest data to work with personalized marketing at scale

Unless you're superhuman, you can't remember the last time every guest dined with you, and don't have time to send every new guest a hand-crafted email every week. SevenRooms tracks guest behavior and preferences with data from both on-and-off premise interactions, so you can see anything from the type of feedback they submitted, to their visit frequency, to their favorite dishes and spending patterns. Then, we enable you to use this data for hyper-targeted emails that make every guest feel special.



### Cross-sell your offerings with ease

A fully-integrated platform means you get a 360° view of your guests at all times; you can use that data to cultivate deeper relationships and create more targeted marketing. Promote reservations to your online ordering regulars. Promote delivery to guests who've only dined on-premise with you. Want to give your top spenders earlier access to reservations? Our software makes it easy.



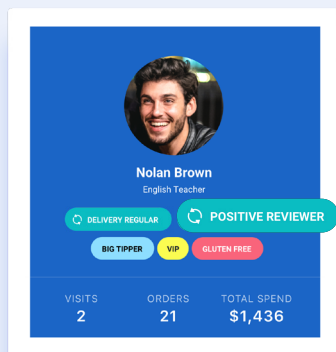
### Track performance & report ROI

Our email tracking and real-time performance dashboards give you complete visibility into the performance of every campaign allowing you to easily double down on what works best.



## / HOW IT WORKS

### Tag Guest Profiles Automatically



### Send Personalized Emails At Scale and Track Success

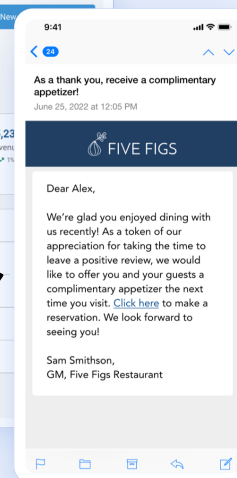
**Automated Emails**  
View and manage overall and individual email campaign performance and settings. [Learn More](#)

Status: Active, Draft, Inactive | Campaigns: All Campaigns (7) | Date Filters: All Time

Campaign Name	Status	Recipients	Opens	Clicks	Revenue
Thank you Pre-built Template	Active	5,500	1,490	943	\$98 (530)
Positive Reviewer	Active	4,000	1,000	547	\$547
Second Time Visit	Draft	1,000	370	346	\$547
Third Time Visit	Inactive	500	120	50	\$547
New Customer + 20% of...	Inactive	500	120	50	\$547

Summary: 32,401 Recipients, 80% Opens, 234 Reservations, 600 Covers, 50 Online Orders, \$5,231 Revenue.

### Keep Them Coming Back Direct



Restaurants running our pre-built emails make an average of **\$4,500 a month in incremental revenue.**

## / CLIENT SPOTLIGHT



# 3.2M

DIRECT, COMMISSION-FREE  
COVERS BOOKED IN 4 YEARS  
WITH SEVENROOMS

# 1M+

GUEST PROFILES  
IN CRM DATABASE

# 288K

UNIQUE EMAILS  
CAPTURED

# \$428K

INCREMENTAL REVENUE  
GENERATED VIA AUTOMATED  
MARKETING EMAILS IN 2021



I love the SevenRooms philosophy that it's our guests, our data. We have over a million clients in our CRM database now, and the ability to engage with them before, during, and after every dining experience. Comprehensive profiles complete with custom autotags, feedback, spend data, and more also help us curate and customize experiences for all of our guests from coast to coast.

Ashley Keeney, Director of Administration

