

Getting Started with Rewards Network



Welcome to Rewards Network!

You are now connected to America's largest brands, able to offer rewards of choice to an elite consumer base of millions — and benefit from a comprehensive restaurant marketing plan without hassle or upfront costs.

Please feel free to peruse this "Getting Started" guide for an overview on all the advantages and access your business now enjoys as a Rewards Network program restaurant!



1 Get more exposure



2 Connect with your customers



3 Know that it's working

Get more exposure.



1 Get more exposure

2 Connect with your customers

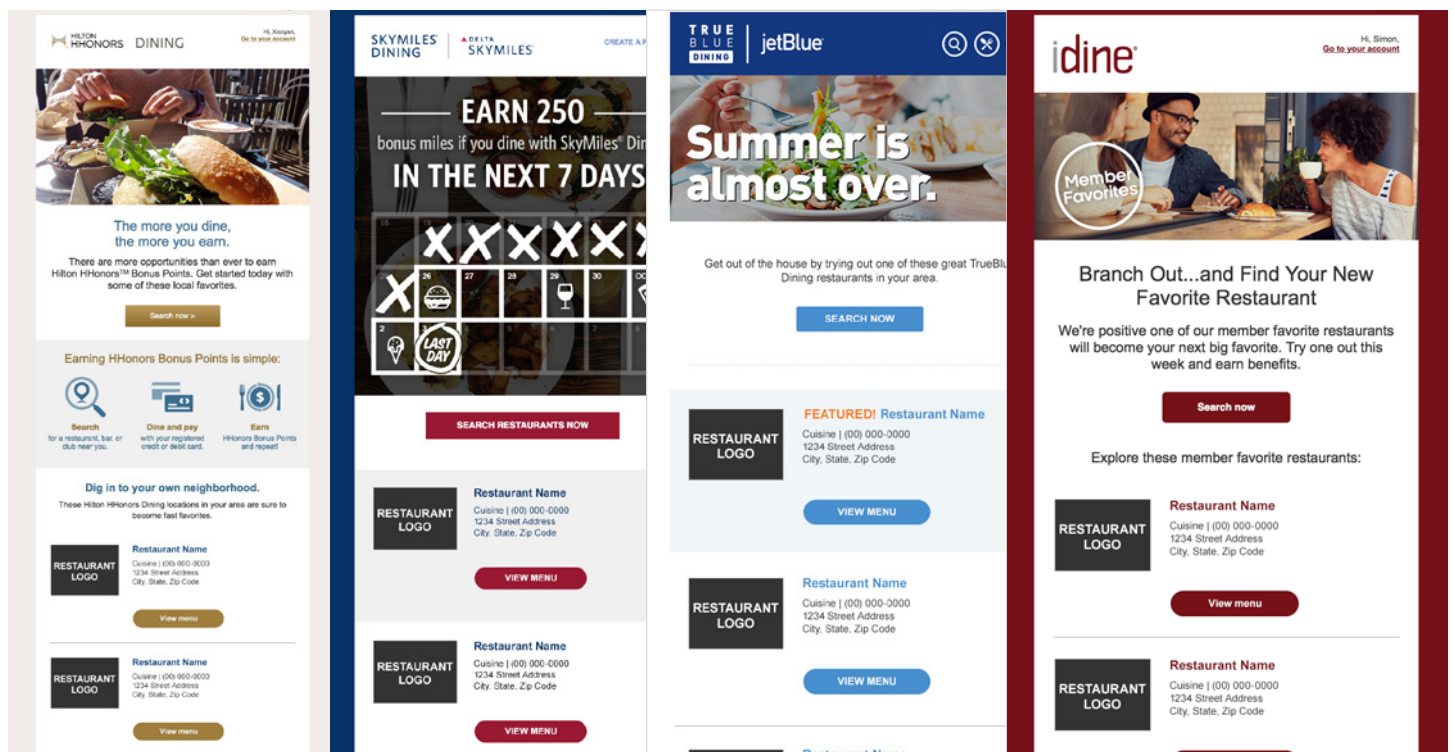
3 Know that it's working

Your business now has elite access to high income, frequent diners through email, mobile web, and online advertising tools — diners only Rewards Network can provide — all without having to lift a finger.

Email Marketing

Rewards Network sends over 400 million emails a year to its member base, giving your restaurant unparalleled access to diners who simply spend more.

With average open rates of up to 58% (compared to industry average of 23%*), you can be sure your restaurant is getting the exposure it deserves.

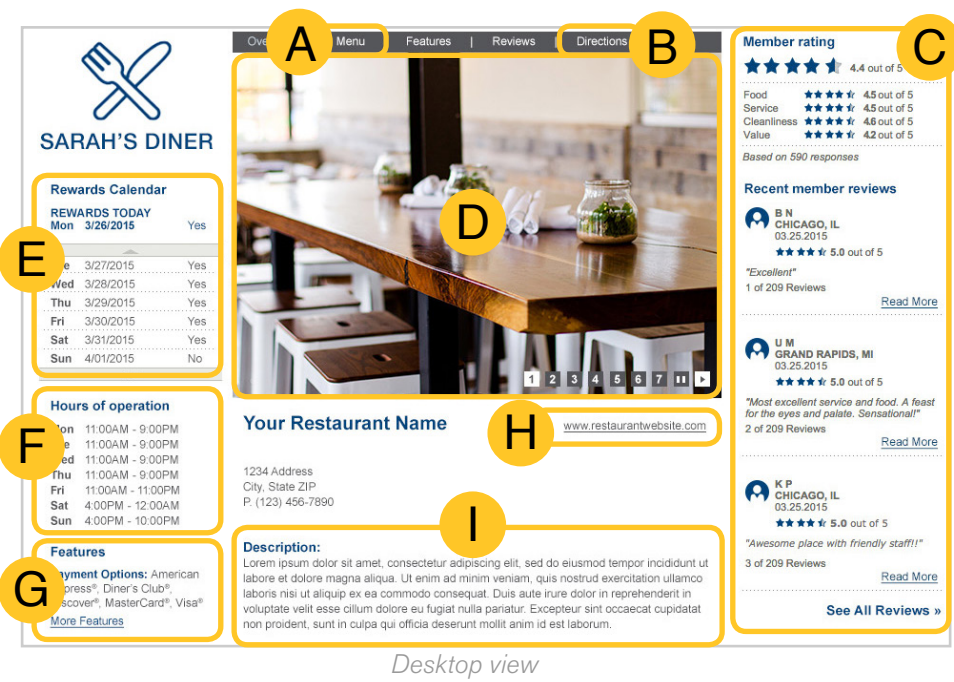


*Source: Mail Chimp

The Mobile Web

Your restaurant is featured on multiple loyalty program websites, giving members and non-members alike on-the-go access to all the information they need to make a decision.

Your restaurant can be located by restaurant name, location, and cuisine type when customers search on their smartphone literally anywhere in the United States.

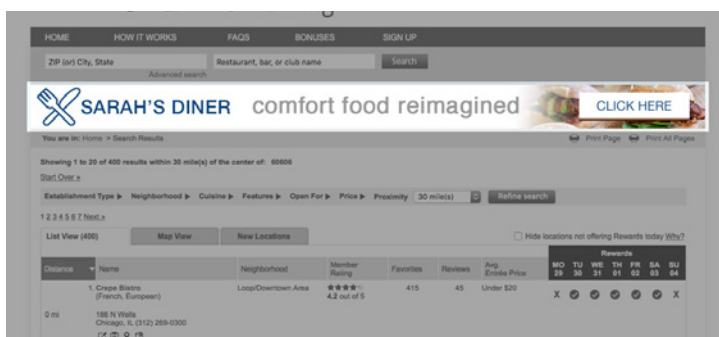


- A. Menus
- B. Directions
- C. Ratings and Reviews
- D. Photos
- E. Calendar of Rewards
- F. Hours of Operation
- G. Features
- H. Link to Your Website
- I. Description

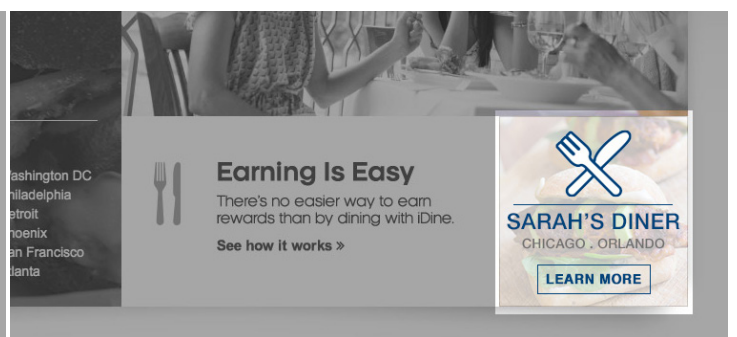
Online Advertising

Rewards Network offers additional exposure for our clients through unique advertising features on our loyalty program websites and in our emails.

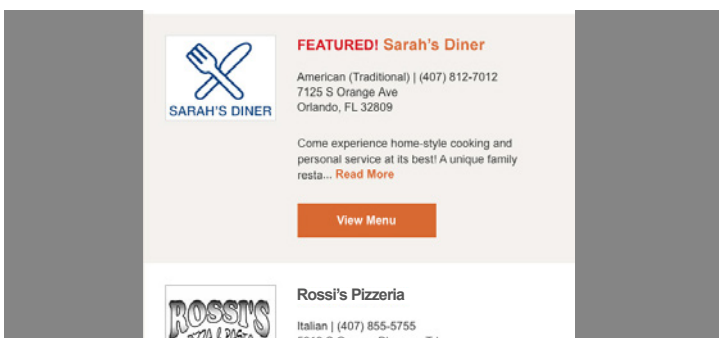
All online advertising is targeted geographically, guaranteeing that your message is always in front of the right customer at the right time.



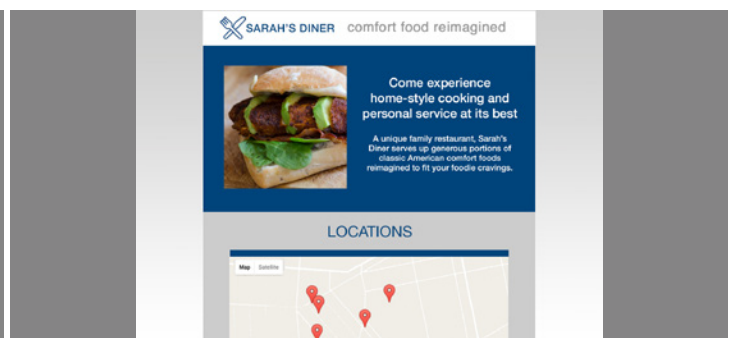
Search Results Website Banners



Spotlight Website Ads



Featured Restaurant Email Ads



Multi-unit Promotional Webpages

Connect with your customers.



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Not only do our members spend 25% more money than the average diner, but they also provide invaluable feedback that your restaurant can tap into for areas of improvement, better customer engagement, and increased sales.

Who are our members?

The customers we send to your business are typically high-income earners with disposable funds for frequent travel, hotel stays, splurge shopping, and, of course, great restaurant meals.



Wealthy Millennials

- Young to Middle-Aged
- No Children
- Urban and Suburban



Upper Middle Class Gen Xers

- Middle-Aged
- With Children
- Urban and Suburban



Wealthy Baby Boomers

- Middle-Aged to Older
- Empty Nest or No Children
- Suburban

Motivated by their rewards of choice, these avid diners then complete online reviews of their visit with you.

Verified Reviews

Unlike Yelp or Google reviews, every review posted to our loyalty program websites has been verified and written by a real program member that has spent money at your establishment.

After a member dines at your restaurant, they are sent an email with a link to complete an online review. The questions include:

- What motivated your visit?
- How did you hear about our restaurant?
- Would you return?
- Would you recommend this restaurant to friends or family?
- How would you rate the service, cleanliness, food, and value?

All of their answers are cross-categorized by the meal type (breakfast, lunch, dinner, other) and party size in your reports. Members are also encouraged to leave open-ended comments.

Your Chance to Reply

Our data shows that diners who receive a reply to their online review from a restaurant manager dine 20% more often and spend 16% more when they do.

Every time a review is submitted, you will receive an email notification and can respond to that feedback and comments immediately. Just log into our exclusive **Comment Management System** on desktop or any mobile device.

Overall	4	Food	3	Service	5	Cleanliness	5	Value	5
Dine info: 08/29/2016 Dinner \$\$ 2 People Base Survey Completed 09/01/2016									
Location: Sarah's Diner, 2 N. Riverside Plaza, Chicago, IL									
Shared with: Restaurant and Members									
Overall, the veal dish I ordered was tough and not very tasty but the waiter agreed to substitute that meal for another dish which was much better. Thus, while the food got average marks, the service was very good.									
All Comments by this Member					Reply Forward				

- Read Reviews
- Reply Directly
- Sort Survey Data
- Share Feedback with Your Staff

Keep your eyes peeled for your chance to activate your CMS account in the next few weeks!

Know that it's working.



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Once our members start dining and earning rewards with you, your restaurant will begin to receive weekly statements, monthly summaries, and quarterly reports with data you can use to help build a loyal diner base. Your Rewards Network sales representative will also work one-on-one with you to understand your strengths, areas for improvement, and how to leverage both for even better results.

Use our data to:

- Focus Your Marketing Locally
- Compare Our Members to Other Guests
- Gauge Repeat Business
- Track Verified Reviews of Your Staff
- Track Your Performance Against Other Restaurants

Diner Summaries

These monthly emails represent our proof of success for your restaurant, supplying regular details on how our marketing program is working for you.



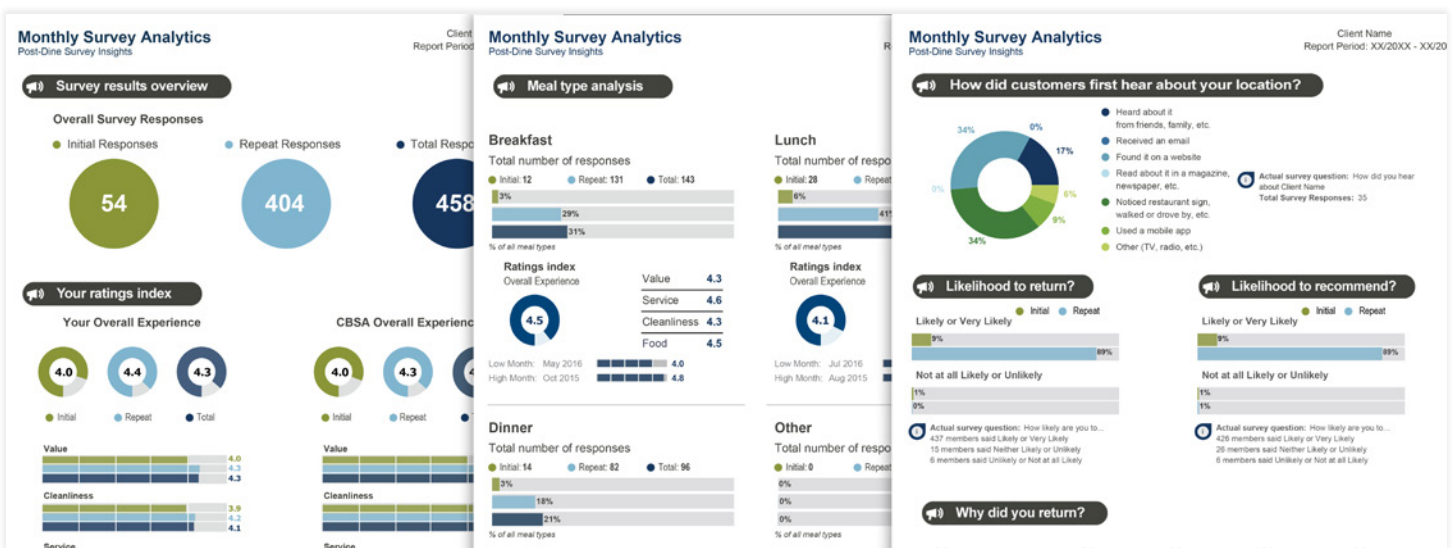
- Total Dollars Rewards Network Diners Spent
- Total Number of Rewards Network Tickets
- Average Spend per Ticket
- New vs Repeat Customer
- Average Review Rating from Our Members
- Percentage of Members Likely to Recommend You
- Number of Surveys and Comments
- Total Number of Customer Views

Survey Analytics Reports

Consider this your restaurant's report card, with a focus on the feedback you receive through your verified reviews. This is your opportunity to track patterns of your customer ratings over time — and against your competitors.

Remember: all Rewards Network online reviews are verified and written by customers who have actually spent money at your restaurant.

You will also receive a compilation of member comments over time, with data attached to contextualize the feedback.



Ratings for food, service, value, and cleanliness are broken down by:

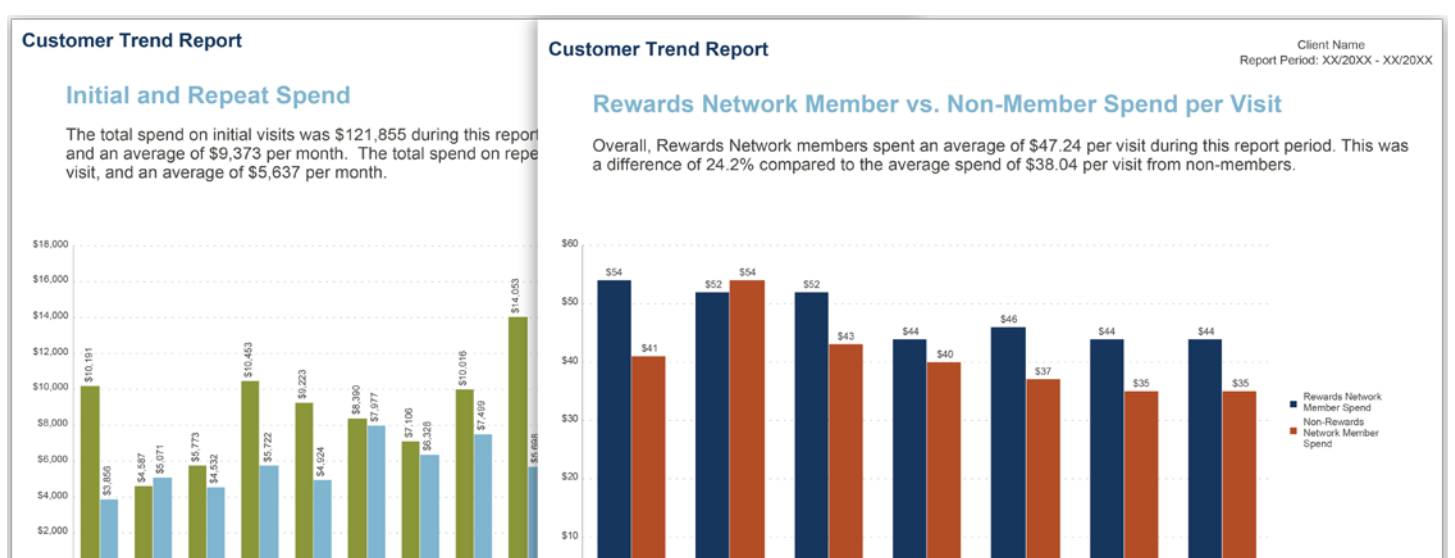
- Overall Total
- New vs Repeat Customer
- Month Over Month
- Meal Type
- Party Size

Plus, we provide an overview, compiled from member responses, on:

- Motivation to Dine
- Reason for Return
- Likelihood to Recommend
- Likelihood to Return
- Comparison to Restaurants in Your Area

Customer Trend Reports

With a look at the overall operations of your restaurant, this is our report card. We detail what kind of diners we're sending in and provide a broader perspective of all your activity by month or quarter.



- Total Spend
- Number of Visits
- Average Check Size
- Average Party Size
- Member Frequency
- Number of Web and Email Impressions
- New vs Repeat Customer
- Member vs Non-Member
- Geographic Reach: By Distance and ZIP Code
- Types of Rewards Issued

All three reports combined provide a fuller picture of who your target guest is, and how your staff is performing when they dine with you.

What's next?

In the coming weeks, you will be receiving important communications from us regarding your targeted promotions on our websites and in emails, your access to our exclusive comment management system, and a full reporting of your marketing results over time.

Marketing with Rewards Network is just the beginning of what we can accomplish together for your business.

Questions? Do not hesitate to reach out to your sales representative or email clientservices@rewardsnetwork.com. We're here to help!

