

The Daily Data

Global Edition, Monday, August 21, 2019

MCDONALD'S ACQUIRE DATA LED TECHNOLOGY COMPANY FOR \$300M



Have you asked yourself why?

McDonald's is announcing an agreement to acquire personalization company Dynamic Yield. The announcement does not include a price, but a source with knowledge of the deal said that it's more than \$300 million. This is the fast food chain's largest acquisition in 20 years.

In fact, the company said it tested this in several U.S. locations in 2018. The plan is to start rolling this out across the United States in 2019, and then to move into international markets. McDonald's also plans to integrate this technology into other digital products, like self-serve kiosks and the McDonald's mobile app.

Simple

It allows them to deliver customer experiences that make them more money.

WHY IS THE COMPETITION GETTING INTO DATA AND PERSONALISATION?

CUSTOMER DATA IS THE OIL OF 21ST CENTURY RETAIL

Restaurants can do a lot with simple data like customer names, email addresses, phone numbers, age, gender, where they live, purchase history, and so on...

| | Without Data | With Data |
|--|--------------|-----------|
| Engage with your customers when they're in your restaurant ...and when they're not | ✗ | ✓ |
| Make your restaurant a more exciting and engaging place to be | ✗ | ✓ |
| Run relevant, personalised offers - not mass discounts | ✗ | ✓ |
| Give your customers experiences your competitors can't | ✗ | ✓ |
| Know which offers are working and which aren't | ✗ | ✓ |
| Influence your customers' purchasing behaviours | ✗ | ✓ |
| Get real-time insights about your customers and what they want | ✗ | ✓ |
| Measure how effective your marketing really is | ✗ | ✓ |

OK, I GET IT BUT HOW DO WE GET GOING WITH ALL THIS?

With our data, personalisation and insights platform, Darius® we can help you do all the great things you can do with data to grow sales, loyalty and footfall. Not only that, we can help you get the data in the first place!

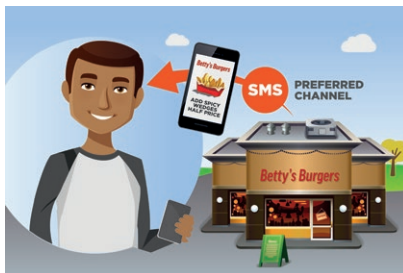
- Collect GDPR compliant customer data from social media, email marketing, in-store Wi-Fi, events, digital signage, print materials and advertising
- Put any data you already have to good use
- Profile and segment customers and customer types
- Deliver messages and offers wherever your customers are
- Integrate with in-store Wi-Fi, digital signage, beacon technology* (if you have them), even POS
- Discover and engage your customers in-store

ENGAGING YOUR CUSTOMERS WHEN THEY'RE IN YOUR RESTAURANT... AND WHEN THEY'RE NOT

Check This Out



1. Engage customers over any channel; including your existing database or app holders.



2. Customer receives a communication with details of the latest menu update or promotion.



3. Customer connects (or re-connects) to the store WiFi* and is greeted with a welcome message/offer/deal.



4. Darius® uses aggregated data based on preferences of customers to influence what is shown on the digital displays*.



5. Detecting that customers have left, Darius® sends a message asking to rate their experience.



6. The reporting shows customers' favourites, locations, loyalty points, dwell time and feedback.

WHO'S USING IT

and what results have they achieved?

Click on the logos below
for details of campaigns, results and testimonials

*Optional. Price on application for Wi-Fi, digital signage or beacon technology integration



I REALLY WANT THIS, HOW MUCH DOES IT COST?

- No capital expenditure
- Planning and activation support (if required)
- Licence fee model from £50/week per store
- Easy to get going - requires no hardware or integration to get started*

* Price on application for Wi-Fi, digital signage, beacon technology or POS integration, if required

Darius®

www.velocityww.com

GET IN TOUCH

patrick.bradley@velocityww.com

+44(0) 28 9026 7090