



For Immediate Release

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eGift Cards Go Rogue, Bring in New Customers

Retailers & Restaurants Capture Customer Behavior With Mobile Promotions and eGifts

MENLO PARK, Calif. – December 20, 2016 – [Yiftee](#), a leading provider of data-driven mobile promotions and gifting solutions for retail and restaurants, which started out as an eGifting company has experienced explosive growth as it has diversified its offerings and created new ways for clients to build their businesses. Additionally, a new analytics package that enables clients to view results in real time and across multiple variables has attracted increasingly larger companies over the past quarter.

Included on the roster of companies that have signed on with Yiftee over the last 6 months are 195-location [Great Harvest Bread Co.](#), 82-location [GoodCents Subs](#), 44-location [Restaurants Unlimited \(RUI\)](#), 14-location [Steak-Out](#), and 11-location [Boloco](#) among many others.

Fueling Holiday & Birthday Celebrations

To celebrate the holidays, Steak-Out, a full-meal delivery concept specializing in charbroiled steaks, chicken and burgers, sent 24,000 of its customers an offer for \$2 off any order of \$25 or more. Customers were asked to text “Steaks” to a specified number on their mobile phones for the “\$2 gift” to appear on their phone. Guests receive intermittent reminders until the offer is redeemed. Upon redemption a button on the screen is tapped which automatically tracks the purchase and disables the \$2 gift so it cannot be reused. “Not only will the promotion drive incremental business, it engages customers to interact with the brand by having them text in for their gift. Plus it allows us to build our SMS list for future promotions,” states Kelly Posey, Steak-Out’s Marketing Manager.

Building on their customer engagement, Steak-Out also introduced a [Birthday Club](#) through Yiftee’s platform where customers who sign up receive a special eGift on their birthday. Only a few months into the program, sign-ups have already far exceeded Steak-Out’s expectations.

“In addition to building our database and allowing us to learn more about our customers, the Birthday Club has allowed us to acknowledge and delight them on their special day,” states Posey. “The Yiftee mobile marketing platform is allowing us to better understand and market to our customer base.”

Plays Well With Others

Yiftee's integration with loyalty programs, such as [Perkville](#), the #1 customer loyalty program in the health and fitness space with over 2,000 member clubs, enables them to offer instant rewards that save health clubs money while enhancing the selection of member perks. The integration enables members to cash in their Perkville points for Yiftee eGifts, which can be used at their own clubs or at any of Yiftee's 56,000 active businesses, including restaurants, spas, boutiques, entertainment, health and fitness establishments, and more. By partnering with Yiftee, Perkville clients can reward their customers with digital eGifts, which are always with members on their mobile phones. Yiftee's unique eGift system includes "mobile reminders," which provide Perkville customers with an additional opportunity to reinforce their brand to members. According to Sunil Saha, Perkville's Founder & CEO "This integration benefits not only Perkville members, but also the fitness clubs themselves who save time and money on inventory management and postage fees. Everyone wins."

Engaging In-Venue Promotions with Mobile Gaming

Learfield Sports at Stanford University called on Yiftee to develop a way to engage fans with in-stadium technology during home games, drive traffic to sponsor retail locations and measure sales gains. [Pizza My Heart](#), a 23-location regional pizza chain, created a measurable social engagement campaign using Yiftee gamification. Fans were prompted to play the Pizza My Heart Kickoff Challenge on the stadium scoreboard. Fans who texted the correct kickoff result received a \$4 or \$20 Pizza My Heart eGift Card delivered by Yiftee via SMS text message. Redemption was an impressive 22% for the \$4 eGift and 64% for the \$20 eGift. Average check for those redeeming was significantly above the eGift value, providing Pizza My Heart with incremental sales.



Pizza My Heart's in-venue Kick-Off Challenge, in its third year running, has expanded to new stadiums and sporting events. The promotion generates brand awareness, captures new customers, and reinforces that brand's position as a fun, local favorite.

Building Loyalty & Driving Traffic During Slow Periods

Regional chains [Boloco](#), out of Boston, specializing in *ridiculously delicious burritos*, and [Rockin' Baja](#), out of San Diego, specializing in *Puerto Nuevo style food*, wanted to expand their reach online to tap their millennial customer, and offer a BOGO (Buy-One-Get-One) promotion to boost eGift sales and drive incremental traffic during January, a slow month for restaurants. "Yiftee's BOGO rewards the gift giver which creates additional loyalty. Plus, Yiftee's promotions enable us to track guest purchases so that we can market to them in the future, notes Boloco CEO, John Pepper.



Measuring Success in Real Time

Restaurants Unlimited (RUI) with 20 unique brands including **Palomino** and **Henry's Tavern**, recently partnered with Yiftee because of the trackability of its promotions. RUI Director of Marketing, Laura McMillan stated, "Before working with Yiftee, measuring a promotion's success was challenging. Yiftee enables us to monitor results in real time through a simple online dashboard. This will allow us to continually develop increasingly effective offers."

Yiftee is More Than an eGift Card Company

- ◇ Customer acquisition
- ◇ Return visits
- ◇ Limited time offers
- ◇ New product launches
- ◇ Holidays and events
- ◇ Grand openings
- ◇ Brand awareness
- ◇ Catering incentives
- ◇ Birthday celebrations
- ◇ Bring-a-friend
- ◇ Surveys
- ◇ Guest recovery
- ◇ Loyalty rewards
- ◇ Employee rewards

Many of the new uses for Yiftee's Promotion & Gifting Platform were developed in conjunction with customers to create solutions for their business challenges.

"Yiftee is changing the mobile marketing landscape for businesses of all sizes," says CEO Donna Novitsky. "Customers continue to find new ways to use our platform to build their business. In many cases our customers have helped us to evolve our product to meet their needs. As a result, we are able to offer our clients many business solutions beyond eGift Cards."

About Yiftee™

Yiftee is a Data-Driven Mobile Promotions & Gifting company serving multi-location restaurants, retailers and other partners. Yiftee helps its clients increase revenue by acquiring new customers and driving frequency. In addition to selling custom-branded eGift cards for clients' websites and Facebook pages, merchants can use Yiftee for BOGO, SMS, email and Twitter campaigns, and Birthday Club promotions, as well as incorporate Yiftee into their Loyalty rewards and customer recovery programs. Yiftee delivers greater value and better results than physical gift cards or coupons with promotions that typically bring 20% - 85% of promotion recipients in store. Yiftee requires no technology or POS integration, protects clients from fraudulent transactions, and can be up and running in no time. To learn why more than 56,000 businesses use Yiftee, please visit yiftee.com Twitter: @Yiftee, Facebook: facebook.com/yiftee/ or contact 650-564-4438 or info@yiftee.com