



Campaigns Plus Marketing Platform

Overview

Campaigns Plus is Zonal's integrated marketing campaign solution, enabling you to create and build sophisticated marketing email or SMS campaigns without the need for a big marketing team or budget.

Smart marketing automation means you spend less time and effort on the processes of coordinating campaigns. After initial setup, only minimal input is required on an ongoing basis, which means that once you've set up the rules, you can run offers and accept redemptions with little to no impact on staff.

Full integration with Zonal's suite of solutions means data is pulled from multiple sources such as booking information, customer spend, loyalty programmes and even Wi-Fi logins, enabling you to create highly targeted segments for your campaigns.

Designed specifically for the hospitality industry, our integrated marketing campaign platform gives you the perfect tool to improve customer loyalty, increase visit frequency and grow revenues.

Features

» Centralise data from multiple channels

Data can be pulled from multiple sources and is stored in one central location. Combine, analyse and utilise data from Zonal's additional connected technologies including Loyalty and table bookings.

» GDPR-compliant database management

Subscription management including unsubscribes, undelivered emails and bounce backs to ensure confidence in your customer data.

» SMS and email broadcasts

Send promotions and marketing campaigns via email or SMS to individual customers.

» Dynamic segmentation of your audience

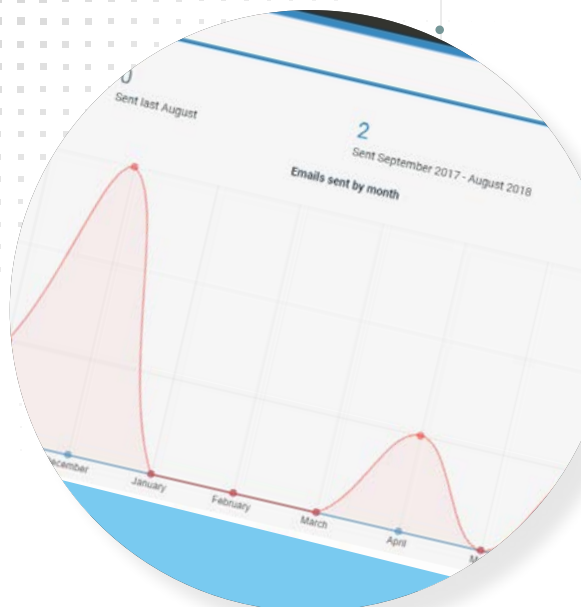
Segment your customer database into multiple variants, based on a range of data points to create highly targeted marketing campaigns.

» Marketing automation

Set up Campaigns Plus to send automated and triggered emails and text messages, based on the rules that you specify.

» Full reporting functionality

Campaigns Plus not only generates reports that show the success of your campaigns but also allows you to analyse the end-to-end customer journey.



Zonal's standing in the hospitality sector is second to none and has the edge on the competition in terms of product offer.

Matthew Peck
Finance Director, Mowgli



» EPOS-integration

Fully integrated with Zonal's EPOS solution, giving you access to information such as spend and order data.

» Connected technologies integration

Fully integrated with Zonal's customer engagement solutions including Loyalty, Vouchers and liveRES Online Bookings, enabling you to build bespoke programmes and influence guest behaviour.

NAME	TYPE	SOURCE	STATUS
November Birthdays			
Chris B Only - Email	Email	CampaignsPlus	Ready
Chris B Only	Email	CampaignsPlus	Ready
Birthday & Valid email	SMS	CampaignsPlus	Ready
Opt-outs	Email	CampaignsPlus	Ready
Birthday in October	Email	CampaignsPlus	Ready
Birthday next 7 days	Email	CampaignsPlus	Ready
25 and over	Email	CampaignsPlus	Ready
Birthday in the next 20 days - male	Email	CampaignsPlus	Ready
Thwaites Demo 123	Email	CampaignsPlus	Ready



Zonal is the backbone of a large, multi-site business like ours with over 200 restaurants, bars and shops each demanding something different from their technology, and it was important for us to find a system that would fit across all of those settings.

Neil Hobbs
Head of EPoS and MIS,
Bourne Leisure Limited



Benefits



Intelligent marketing that's quick to set up and run



Automated for maximum efficiency - smart marketing automation means you spend less time and effort on the processes of coordinating campaigns and data



Create and build complex marketing campaigns without the need for a big marketing team or budget



Maximise sales and improve customer retention by delivering bespoke and personal campaigns to highly targeted audiences



Maintain GDPR compliance as unsubscribes, undelivered emails and bounce backs are managed for you



Send communications via email, SMS, and direct mail efficiently, effortlessly and automatically



Efficiently generate reports, saving time and effort and enabling you to make sophisticated ROI calculations. For example, voucher redemption and associated spend can be tracked in relation to campaigns.

Further Resources

Guide:

Building brand affinity: Smarter solutions for long-term loyalty

Guide:

From first booking to repeat visitor: How Zonal helps nurture your customer's journey

Blog:

Impactful marketing SMS: it's all in the timing

Why Zonal?

Zonal is the trusted supplier of innovative, integrated technology solutions to over 16,000 hospitality and leisure businesses. Our award-winning, UK-based training, project management and customer success teams will support you every step of the way; from project initiation right through to go live, you're always in safe hands.

Zonal

Contact us today

0800 131 3400 | sales@zonal.co.uk
zonal.co.uk/campaignsplus

Care is taken to ensure that all information provided is accurate and up to date. However, Zonal accepts no responsibility for inaccuracies in, or changes to, the information given. Issued: October 2019