

# Carat

## Consumer Engagement

No. 1 Solution for hyperlocal experiences, delivering 30 million unique experiences daily.

## Drive click compression and revenue lift with targeted digital experiences

Carat enables QSRs and restaurants to accelerate revenue growth and transform customer experiences through a seamless web integration that powers frictionless, hyperlocalized connections to consumers based on location, proximity and digital fingerprint.

Utilize Carat to reach customers online, where they engage you the most, and communicate new, location-specific services, like curbside pickup and online ordering.

## Merchant Benefits

Out-of-the-box, easy-to-configure, real-time content helps drive business outcomes

Expand and strengthen customer engagement

Drive click compression and incremental orders

Easily manage and deploy targeted local offers

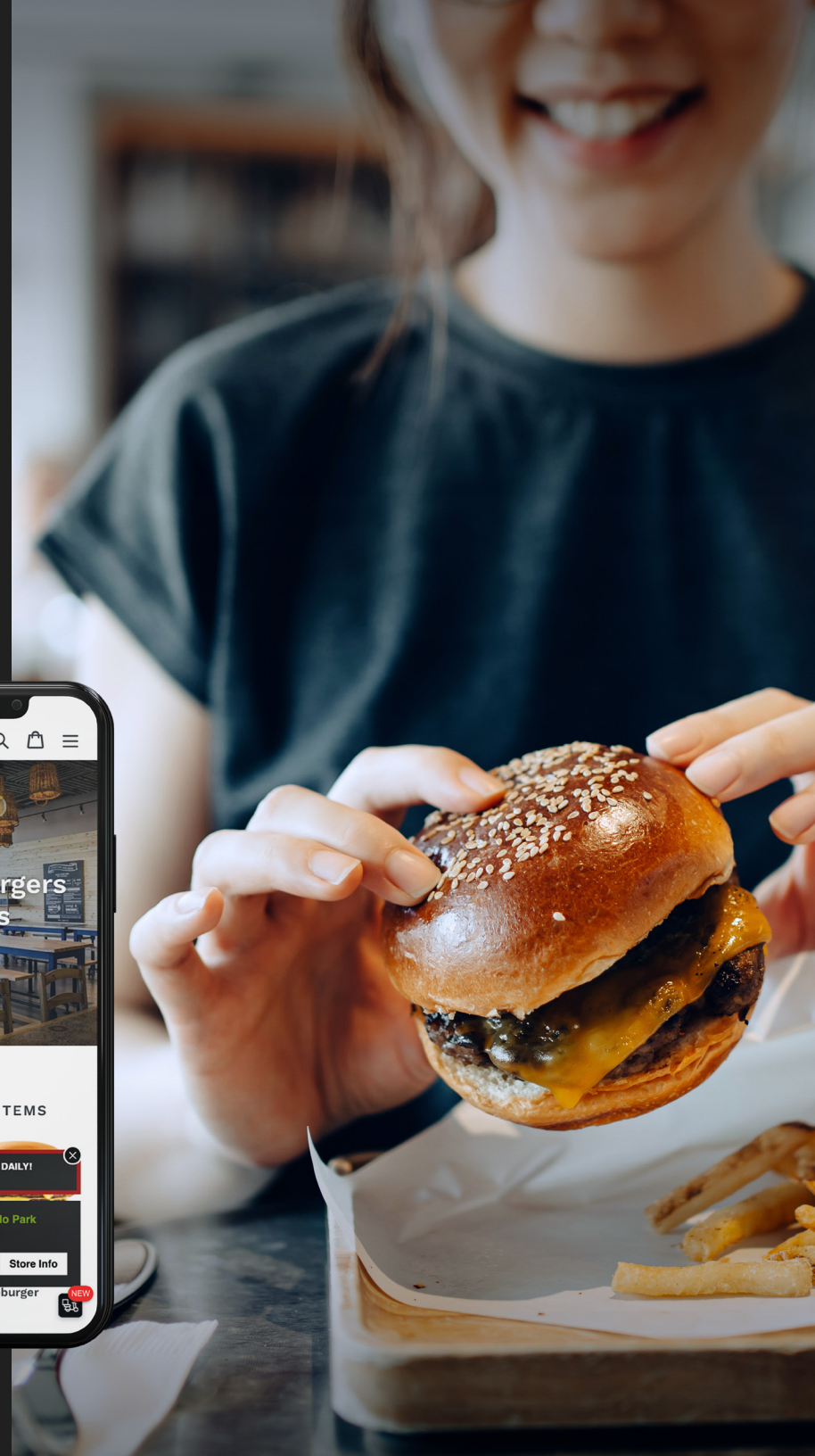
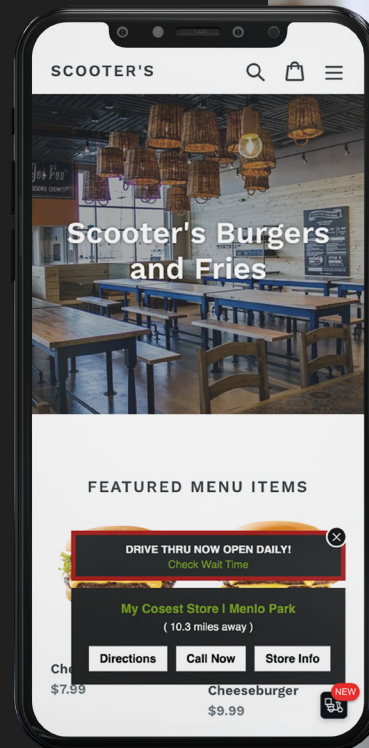
Increase mobile web conversion to grow sales

## Consumers Benefits

Easily order from local store

Access promotions and local menu items

No need to download native App





## Optimize online conversion and foot traffic with our hyperlocalized solution for QSRs and restaurants

Deliver location-relevant journeys that help drive ROI with a quick-to-market solution that requires no technical integration. With Carat, you can easily make your digital properties geo-aware, automatically surfacing targeted content that is not only relevant, but also reduces clicks to order and boosts sales.

### Localization Technology Simplified

- Simple and quick go-live – no IT required
- Agnostic of any web platform
- Easy connectivity to third-party APIs
- Real-time customer engagement analytics

### Enhanced Customer Journeys



#### Promotional

- Locally-targeted promotions
- Digitally-targeted incentives
- Locally-targeted offers



#### Purchasing

- Local menus
- Local delivery and takeout availability
- Local specials and promotions



#### Customer Service

- Reservation scheduling
- Get order status
- Loyalty sign-up



#### Informational

- Local Restaurant Hours
- COVID-19
- Events

### National QSR Case Study



27%

Increase in online order conversion<sup>1</sup>



10%

Increase in digital revenue<sup>1</sup>



65%

Engagement led to conversion<sup>1</sup>

Source: <sup>1</sup>Carat statistic based on multiple merchant data; individual results may vary.