



A true data intelligence partner.
No platforms. No integrations. Just results.

Delivering performance data to drive increased Restaurant revenue.

Affinity Data+ is a performance data consultancy catering to 50-500 door restaurants helping them identify data gaps to deliver actionable insights to power promotional and growth strategies.

We partner with restaurant executives to



**Create Higher
Per Store Revenue**



**Build
Loyalty**



**Save
Money**



**Drive Higher
Lifetime Customer Value**

“ One goal: win more dining occasions. ”

Mahesh Narayanan President, Affinity Answers

Our valued partners



Affinity Data+ works directly with restaurant marketers to provide actionable custom reporting based on their customers and their true competitive customers. We have found success because most restaurant marketers rely solely on internal sales and performance data. Affinity Data+ provides access and analysis of industry-wide data to drive actionable data-led decision making that, not only drives real results, gives marketers the confidence to do more.

Affinity Data+ is different.

Our Data Science and Engineering teams use advanced machine learning and AI to combine multiple data sets to understand the frequency of visitation and purchase behavior of restaurant customers to uncover why some are loyal, why some aren't coming back, and what other restaurants they are frequenting.

We start with the right data. Using nationwide and DMA specific visitation and purchase data for the top 250 restaurants in the US, we accurately identify who is eating at your restaurant, how often, and where else they are dining when they aren't choosing you—to define your True Competitive Set.

Where are your customer's most likely to eat when they aren't choosing you?

Where your
Repeat vs. Non-Repeat Customers
most frequent defines your True Competitive Set



98%



94%



76%



76%

This is your **True Competitive Set**

SAMPLE REPORT

Understanding your True Competitive Set is vital to any restaurant marketer to make decisions that will have continued positive impact upon:

- + Customer loyalty
- + Increase per store revenue
- + Higher lifetime value of customers
- + Additional occasions from customers
- + Identifying new opportunities created by shifting in category norms



use case one

One. Working with a 300 door regional restaurant chain, we identified the True Competitive Set of Repeat vs. Non-Repeat customers. Based on the resulting data, we found that loyal customers were significantly more likely to pay a higher price point per meal than Non-Repeat customers. Actions were taken to create a lower price point option, while keeping the rest of the core offerings at the same price point. The restaurant chain was able to lower the number of Non-Repeat customers while keeping higher margins for Repeat customers.



use case two

Two. Working with a burger chain, we found that their customers were declining QoQ, despite their focus on creating loyalty and building additional occasions with current customers. When an analysis was done on what other restaurants their current customers were visiting when not choosing them, we found that increasingly their current customer base was gravitating towards more chicken restaurants and other healthier options. The problem wasn't that they were being beaten out by similar competitors, the problem was that their existing customer's tastes were evolving. Switching to a new customer penetration and conquest strategy to identify current burger customer's returned them to growth.

About Affinity Data+

Affinity Data+ creates and executes data-led digital marketing campaigns for restaurant chains from 2-2,000 doors. Driven by purchase, visitation, social, and panel data covering every restaurant chain in the US, we identify loyal and lapsed customers and create targetable personas to optimize media, creative, and CRM strategies. Our data is specifically designed for restaurant activation and creates a through-line from consumer insight to in-market optimization for clean and clear reporting and measurement. We share one goal with all of our clients, and that is to win more dining occasions.

About Affinity Answers

Affinity Answers is one of the world's leading data analysis companies. Affinity Answers provides access to best-in-class social data to power programmatic and Advanced TV advertising, enabling brands of all sizes to effectively identify and target current and potential buyers. As the exclusive provider of social data from the world's largest platforms like Instagram and TikTok, Affinity Answers outperforms other past-purchase data providers by 55% in predicting future purchase intent. Social data provides valuable insights into customer behavior, giving brands a competitive edge in targeting existing and potential customers on a large scale.

