

# Delivering engaging and personalized experiences

- ✔ Key partner in the journey from analog to digital
- ✔ Building the foundation for First Party data
- ✔ Leading the transformation from legacy ecosystems to deliver ambition of personalized experiences
- ✔ Designing and implementing communications journeys enabled by Braze platform



## Zax Fanz Club



### Personalizing the member experience to drive loyalty

In a crowded QSR space, guests value experience, so Zaxby's needed to put their guest at the center of what digital and physical experiences they were building. Enter "Zax Rewardz," Zaxby's digitally-focused rewards program to help guests claim points and allow the ability to order ahead, picking in-store or curbside pickup.

We knew that personalization would be key to driving engagement. We wanted to put our guests at the center of the program by communicating to them at the right time and the right place: addressing guests using their first name, sending messages via their preferred channel and enticing them with relevant offers and messages.

To support the program, Iris defined, designed and executed all loyalty communications journeys to drive

program engagement leveraging Braze.

The loyalty benefit structure provided a platform for a value exchange and creating engagement opportunities with guests that enabled personalized experiences. We tapped into Zaxby's first party data, met with key business stakeholders, and worked with existing vendor partners to ensure there would be a seamless Martech integration.

**5.5%** Higher revenue per guest

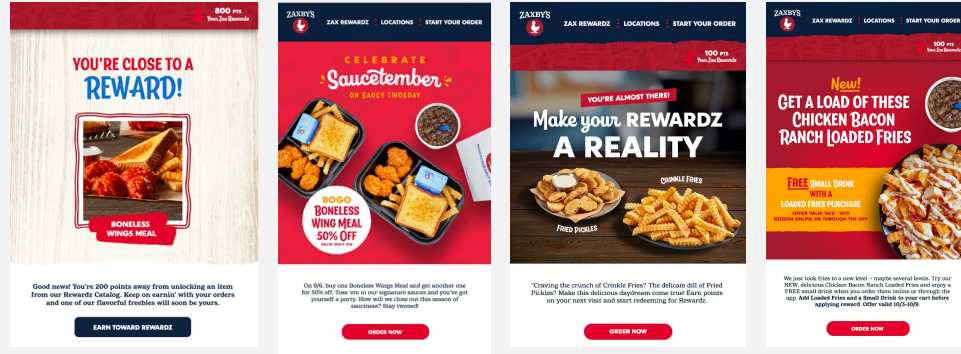
**68%** Increase in engagement

**7%** AOV lift

**braze** Planned, delivered & optimized in Braze

**IRIS**

## Dynamic, Personalized Email



## Push and SMS

