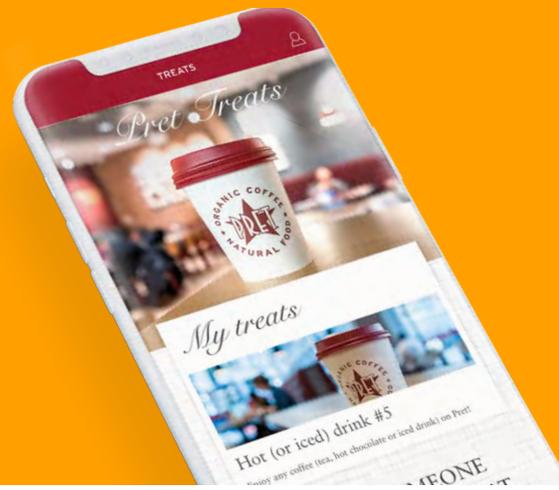
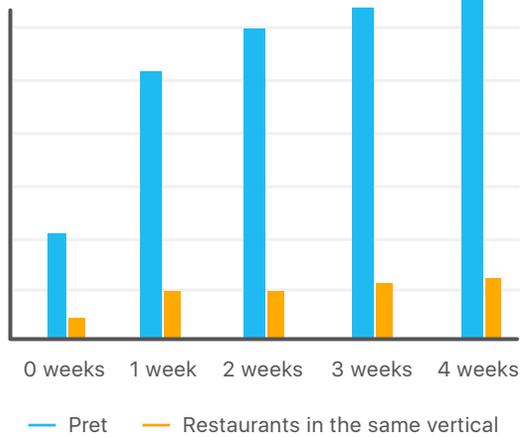


Pret A Manger Hits 90-Day Customer Acquisition Goal in 36 Days

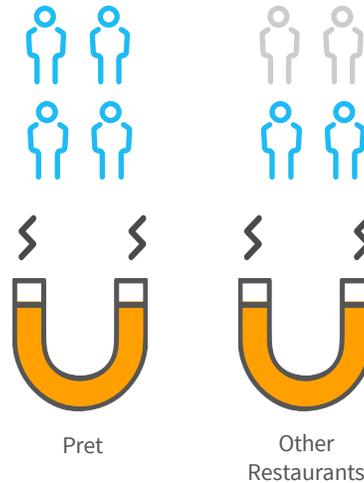


70% more orders per store per week

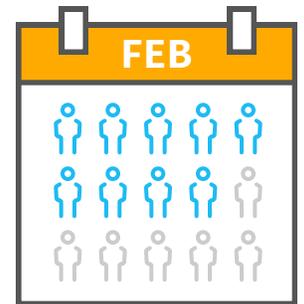
Pret Orders Per Location Per Day vs. Other Restaurants



2x customer stickiness compared to other restaurants in the same vertical with an app



61% more monthly active users in the first three months compared to other restaurants in the same vertical with an app



And more to come...

LevelUp's proven tactics will help Pret develop campaigns that are tailored to guests, like sending app-based promotions to generate intrigue and buzz around new menu items they might enjoy. LevelUp and Pret are excited about these results, but it's just the beginning. LevelUp partner restaurants can expect:

50%+
higher visit frequency

20%+
increase in ticket price

25%+
customer adoption

Who is Pret A Manger?



Founded
in 1986



450+ Locations
worldwide



\$1 Billion
annual revenue in 2016

The Challenge: Find a way to translate Pret's unique brand and ethos to a digital medium.

Historically, Pret A Manger has empowered their cashiers to give out free treats to customers as ad hoc "Random Acts of Kindness." Pret didn't want to lose their culture of giving when they launched their app.

To accomplish Pret's goal, LevelUp developed a program that would not only drive business objectives but also represent the brand's values like loyalty and generosity. In 2017, Pret launched their mobile app and digital engagement program at their 87 US locations and achieved their **90-day customer acquisition goal in just 36 days.**



Jo Brett
President
US Pret A Manger

"At Pret, we're always looking for ways to improve the customer experience and partnering with LevelUp allowed us to create a mobile app that offers great features that our customers love. LevelUp's technology and brilliant team allowed for a smooth and successful app launch and helped us reach our download goals in a matter of weeks. We look forward to collaborating with LevelUp to help us further innovate and connect with more customers in the future."

LevelUp's customer-first UX drives the highest usage in the industry.

In conjunction with LevelUp's platform, our services team helped implement three core strategies for success:

1. Unique customer promotion

Pret launched with an exclusive offer where the first **50,000 customers would receive 5 free coffees to redeem on their first 5 visits.** The rich offer incentivized downloads and catalyzed customers' habit of using the app by requiring promotion redemption across multiple visits.

2. Cross-channel marketing tactics

Pret prominently displayed in-store collateral including window decals, signage at the point of purchase and staff T-shirts. They also ran a comprehensive digital campaign that involved updating their website with a video and FAQ, announcing the app's launch with press outreach, and advertising on Instagram, Facebook and Twitter.

3. Tight technical and team collaboration

LevelUp's seamless integrations to Pret's existing tech stack and LevelUp's **70+ person dedicated project and support team** ensured a flawless launch.

