



DATA, LOYALTY & VALUE

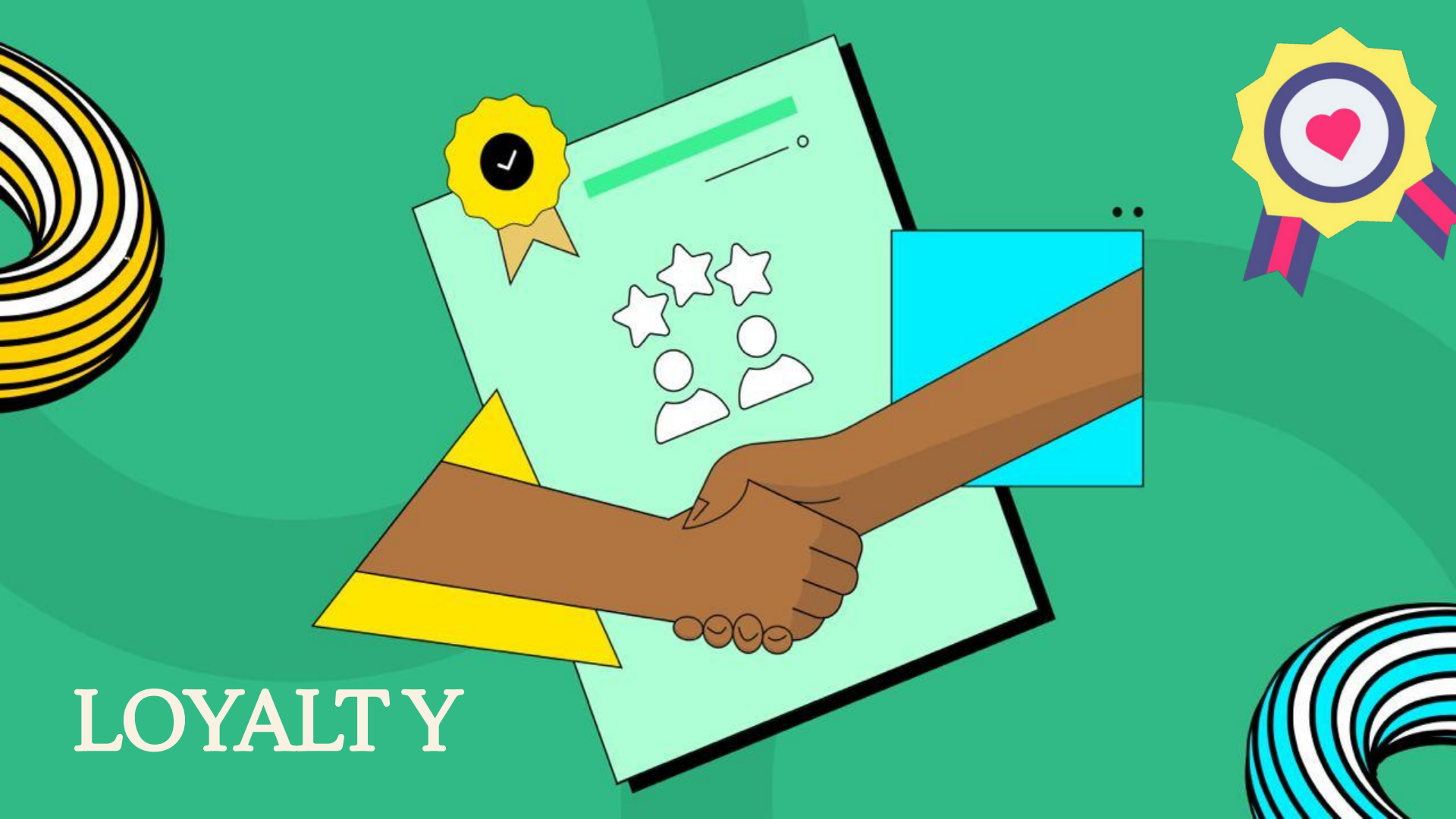
WHY COLLECT DATA?

Data = Value

Commercial value

Emotional value





LOYALTY

**CUSTOMER
LOYALTY**

VS

**BRAND
LOYALTY**

SO THAT'S THE WHY, WHAT ABOUT THE HOW?

You need to agree 'What's in it
for me?'

92%

A discount or coupon is a
valuable exchange for my data



MENUS LOCATIONS GIFT VOUCHERS EGO CLUB

BOOK NOW



Join the Ego Club for some extra special offers



Ego Club Offers

Sign up to the Ego Club to receive exclusive promotions and offers via email.

20% off all a la carte starters, mains and desserts Sunday to Friday*

A free 3 course meal on your Birthday

A free bottle of Prosecco on your Anniversary

Over 18's only. T&C's apply.

Ego Club discount vouchers are sent the day after signing up.

Select your EGO

Gender

First Name

Last Name

Date of Birth

Day

Month

Year

Enter your date of birth for your FREE 3 course meal voucher. Over 18's only

Special Anniversary

Day

Month

Year

Enter your anniversary date for your FREE bottle of Prosecco voucher

Email

Confirm Email

I agree to receive marketing promotions and offers via email from Ego Restaurants Ltd.

We respect your privacy and promise not to misuse your data or supply it to any third party.

Prosecco

To view our T&C's, click here.

SUBMIT

JOIN MY NEWSLETTER

Join my mailing list for news,
content and advice.



SCAN HERE

WIN A DAY OF MY TIME

Scan now to be in with a chance of winning a
whole day of my time for FREE



SCAN HERE

LEAD MAGNETS



28%

Increase in sign up volume

2.6%

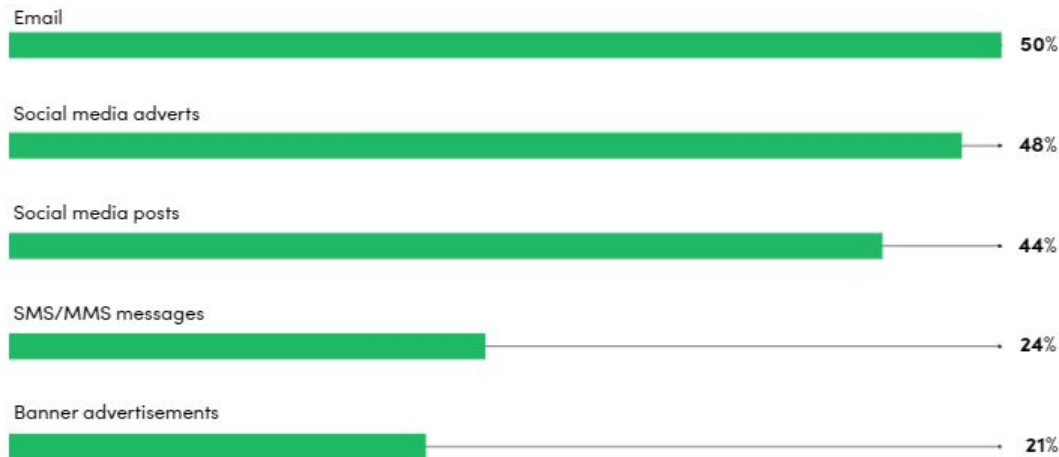
Increase in conversion

58%

Increase in order value

Email remains the most successful marketing channel in terms of purchase frequency

How many consumers have made a purchase in the last year across the following channels



Marigold, 2024

WHY DO I NEED A CLEAR VALUE EXCHANGE?

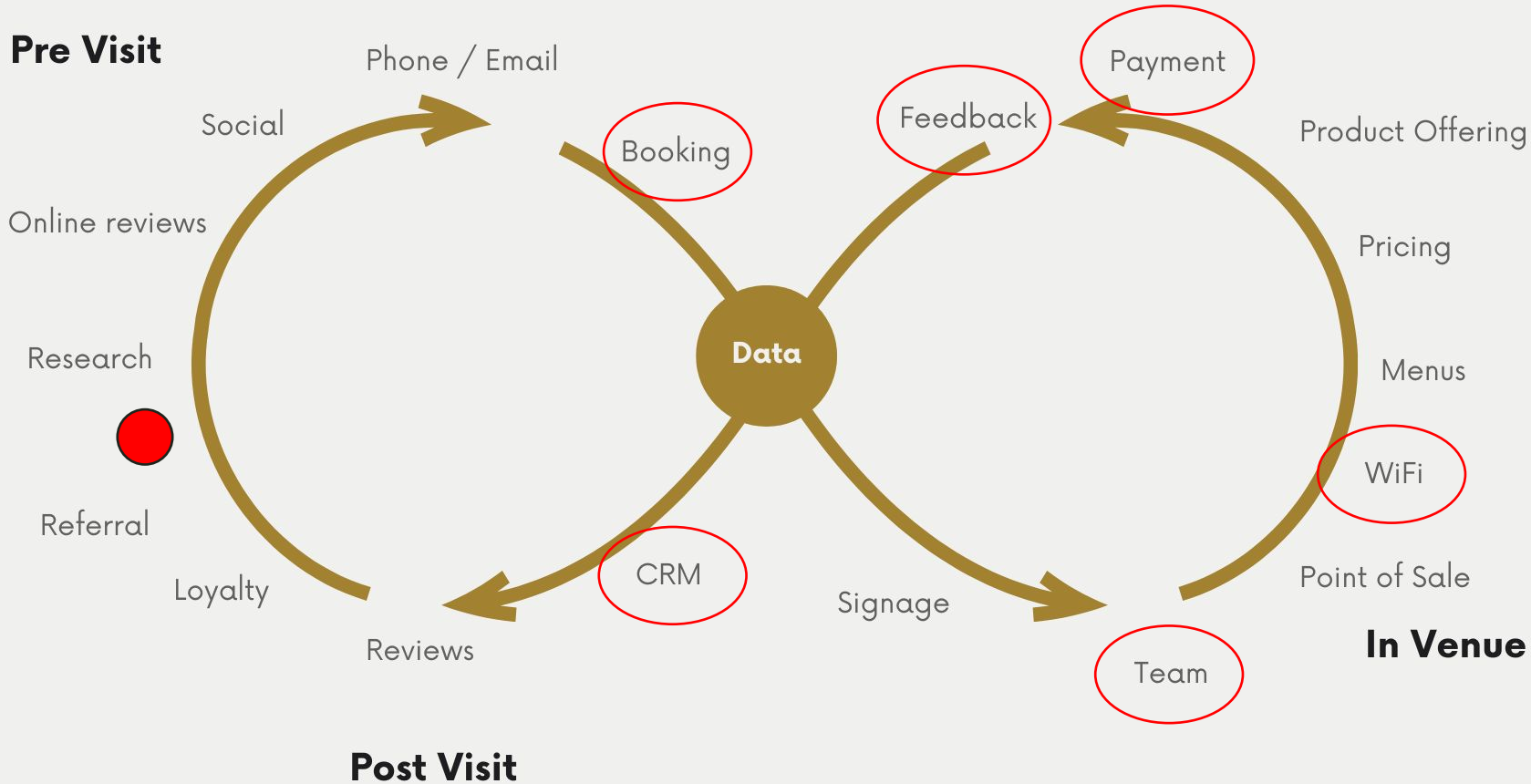
3 key reasons:

1. Enables you to talk to more people
2. It will encourage them to visit more often
3. Spending more money along the way





Pre Visit



Post Visit

In Venue

Giggling Squid



Squids don't like celery. They just don't. So we'd never talk to squids about celery.

We'd love to know your preferences too so we only send messages you're interested in.

As a thank you for your efforts, you'll be entered into our prize draw to win a £50 Giggling Squid gift voucher when you update your profile.

£50

UPDATE MY PROFILE

Keep in touch - let us know how you're doing and we'll share our news and hopefully a few giggles, too.



IBÉRICA

Nacho Manzano

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Welcome to Ibérica



Hola,

Thank you for joining us. We'll be taking you on an **Inspirational Journey** through the authentic flavours, spirit and style of Spain.

We're proud to share our culture with you, and we hope you enjoy learning about all that Ibérica has to offer. As you are now part of the Ibérica family, you'll be the **first to know about our news**, receive **special loyalty rewards**, and even a **special birthday gift** to help you celebrate your big day! Oh, and keep an eye out for a **crispy, delicious welcome offer coming to your inbox soon.**

For now, sit back, relax, and let us take you on a journey through our home country.

We've got Christmas all wrapped up!



We are taking enquiries for all types of Christmas bookings, so whether you are looking for a festive lunch for two, your big office party or an interactive experience, we've got you covered. Our chefs have created a Christmas feast to be enjoyed together. From traditional Spanish dishes with a twist to brand-new creations, which are perfect for sharing with family, friends or colleagues.

FIND OUT MORE



VICTORS

RESTAURANT & BAR

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Book your Birthday now and enjoy a £25 gift and a round of Champagne

Imagine we can't wait to celebrate your birthday at Victors. We want to make sure you get the best table in the restaurant so we'd love to book you in in advance.

Two weeks before your birthday we will be sending you a £25 BIRTHDAY CARD and a voucher for a round of Victor's Citrus at once.

To grab a group of friends, book a table (we and us) and let us get the champagne popping ready for your big day.

Your £25 Birthday Gift and round of Champagne will be valid on any day for 7 days before and 7 days after your birthday so make sure you book your table for the right period.

Simply click the link below to book your table and keep your eyes out for your £25 Birthday Gift which will be in your inbox 7 days before the big day itself!

We can't wait to celebrate with you at Victors Vaux.

Book Now

Terms & Conditions

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Can't see this email? [Follow this link](#)



HAPPY BIRTHDAY

Your birthday is around the corner and we haven't forgotten. Here's a complimentary main course, on us!

Yes, it's time to plan something for the big day. Even if you end up crying into your cocktail, the next of your party is guaranteed to have a good time.

Plus, devour any dish on us. It's our gift to you.

BAG FREE DISH

DATA SHOULD ALSO BE USED TO DRIVE EMOTIONAL LOYALTY

Jonathan Boyers (2 guests) - Welcome Back Completed, Marketing Opt-Ins, Group Spender, Regular, Birthday in February, Gold Card VIP, VIP, Vernon's VIP, Friend of owner

14 visits - £811 total spend - £51 spend/cover

Profile note: Friend of VL. Doesn't drink alcohol. Offer premium mocktails and/or soft drink! She drinks veuve, he has a med tonic He has Fillet cooked medium, with extra english mustard

Res note: Selected: Restaurant

Table 6

Grace Smith (2 guests) - Marketing Opt-Ins

2 visits - £199 total spend - £50 spend/cover

Profile note: Likes to sit in the window He orders a ribeye 'black and blue' which means black/ burnt on the outside but still blue on the inside

Res note: Wants to sit in the front

Table 3



```
...
r_mod.use_z = False
operation == "MIRROR Y":
or_mod.use_x = False
or_mod.use_y = True
or_mod.use_z = False
operation == "MIRROR Z":
or_mod.use_x = False
or_mod.use_y = False
or_mod.use_z = True
mirror_mod.use_x = True
...
mirror_ob.select = 1
mirror_ob.select = 1
context.scene.objects.active = modifier_ob
print("Selected " + str(modifier_ob)) # modifier ob is the active
#mirror_ob.select = 0
bpy.context.selected_objects[0]
ta.obieffname = name1.select = 1
or_mod = modifier_ob.modifiers.new("mirror_mirror_y",
elif operation == "MIRROR Y":
or_mod.use_x = False
mirror_mod.use_y = False
or_mod.use_z = True
...
on at the end -add back the deselected mirr
mirror_ob.select = 1
mirror_ob.select = 1
context.scene.objects.active = modifier_ob
print("Selected " + str(modifier_ob)) # modifier ob is the
select = 0
context.selected_objects[0]
context.selected_objects[0].name],select = 1
```








£4,500

Net sales per site,
per week driven
by automated
marketing.

60%

LFL increase in
secondary revenue
streams including
gifting and
delivery.

£1M SALES

Tracked to
campaign email
marketing across
4 venues p/a.

I'M HERE TO HELP

Find out a bit more about me and how I can help you on this journey.



SCAN HERE



ANY QUESTIONS ?