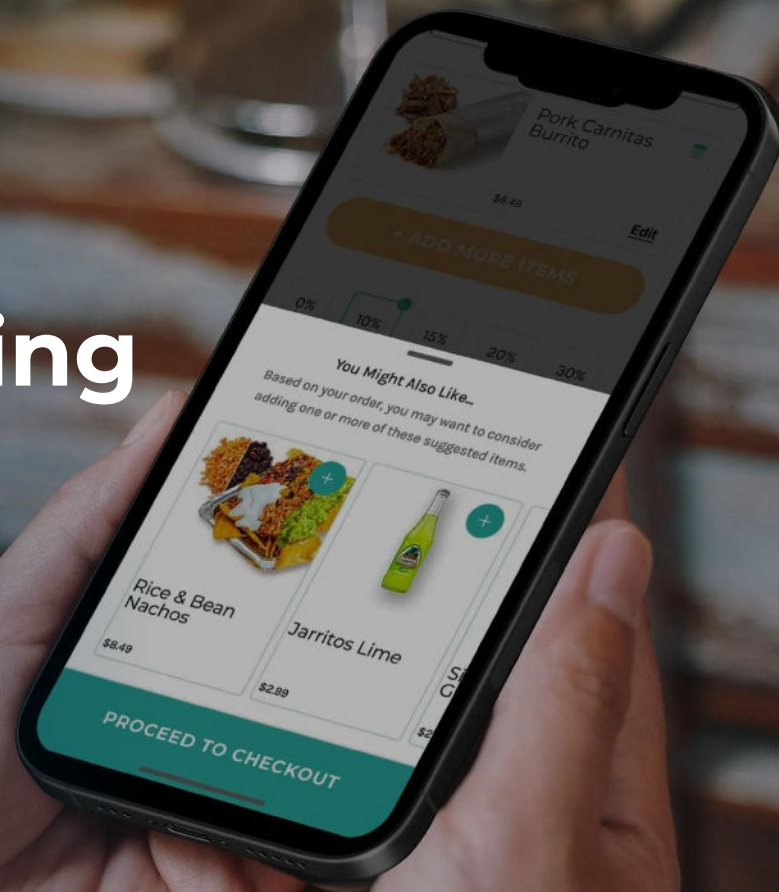


INCENTIVIO<sup>oo</sup>

# Revolutionizing Restaurant Marketing

Harnessing AI for Personalized  
Customer Engagement



# Speakers



**Sash Dias**

COO  
Incentivio

Sash spent 15 years designing, building, and taking to market multiple SaaS products. In 2017, he co-founded Incentivio, a unified, intelligent guest engagement platform leveraging AI and machine learning for restaurants to boost profits and delight guests without the extra work.



**Davide Macchi**

Co-founder & CEO  
Due' Cucina Italiana

Davide Macchi is the Co-founder & CEO of Due' Cucina, a unique fast-casual concept specializing in authentic Italian pasta. Davide studied media, economics, and business administration at University of Bologna, UC Berkeley, and the Massachusetts Institute of Technology, where he received his MBA in 2016.



**Kim DeCarolis**

Hospitality Industry  
Expert

Kim DeCarolis is a seasoned professional in the restaurant industry, with over 14 years of experience spanning both restaurant technology and brand management. She has held key positions at Punchh, Sevenrooms, and FAT Brands demonstrating her versatility and deep understanding of operational needs across the sector.

# Agenda

- **Generative AI in restaurant marketing**
  - Examples
  - Recommendations
  - What to watch out for
- **Where else to use AI**
  - Guest journey / funnel stages
  - Sentiment Analysis
  - Segmentation
  - Pricing
- **Takeaways**

# Which menu item description was written better?

## A

This salad features a crisp mix of romaine and lettuce, generously tossed in a creamy poppyseed dressing. It's topped with succulent grilled chicken, adding a hearty element to the dish. The salad is beautifully complemented by sweet mandarin oranges, fresh strawberries, blueberries, and pineapple, each contributing a burst of vibrant fruitiness. To finish, toasted pecan pieces provide a satisfying crunch and a nutty flavor.

## B

Crisp romaine and lettuce blend tossed in poppyseed dressing, topped with grilled chicken, mandarin oranges, fresh strawberries, blueberries, pineapple, and toasted pecan pieces.

# Which image would you want on your website?

## A



## B



# Recommendations for Generative AI

## Copy / Text

- ChaptGPT
- Google Gemini

## Images

- OpenArt.ai
- Google Gemini

# Generative AI - what to watch out for

- Are AI models derivative or original?
- Does it constitute fair use of copyrighted material used to train the models?
- The New York Times has called for “The destruction...of all GPT or other LLM models and training sets that incorporate Times Works.” ([complaint link](#))
- Legal proceedings over the next few years could determine the pace of advancement and the future of generative AI
- As currently directed by the U.S. Copyright Office, any image generated by an AI automatically falls in the public domain

# Other uses of generative AI



Crowdsourcing - [Coca Cola - create real magic](#)



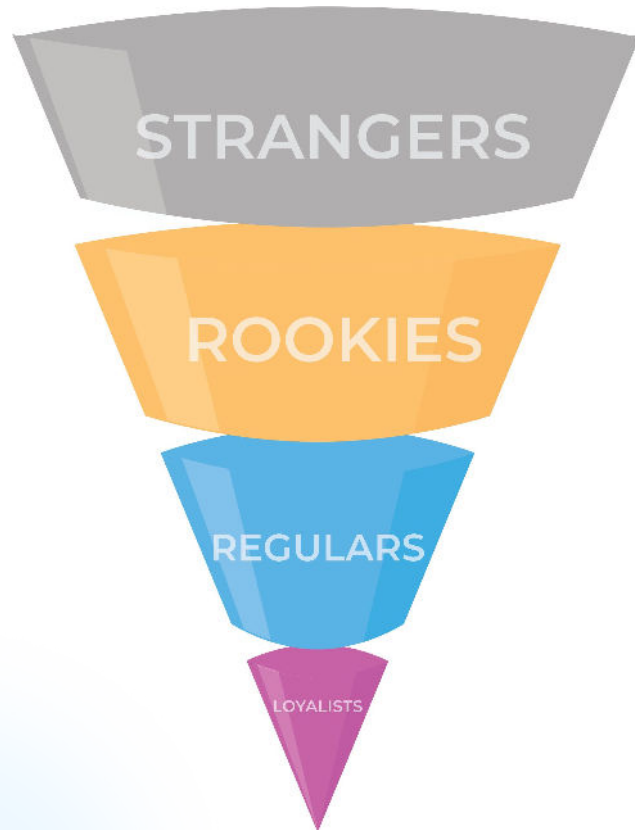
AI and memes - [Heinz AI ketchup](#)



AI as a gimmick - [Mint Mobile](#)



# How else can AI be leveraged?









AI can be leveraged at many stages of the Guest Journey / Funnel

# Strangers

**You know who your loyalists are. How do you find more like them?**

- Generate lookalike audiences
- Push them to your digital marketing channels
- Track conversion & performance

 <b>Lookalike Audiences</b> Create audiences and advertise to people that "look like" your best customers <a href="#">Set up</a>	 <b>ICP Generator</b> Audiences generated from the attributes & behaviors of your best LTV customers <a href="#">Set up</a>
 <b>Affinity Model</b> Audiences generated via ICP patterns in similar affiliated product categories <a href="#">Set up</a>	 <b>Uplift Segments</b> Audiences generated using causal inference to optimize marketing ROI <a href="#">Set up</a>
 <b>Basket Analysis</b> Audience recommendations for "which product" to sell next to "what customers" <a href="#">Set up</a>	 <b>Retention Cohorts</b> Audiences generated by propensity matrices for churn/up-sell/cross-sell ops <a href="#">Set up</a>

[Source: Untitled](#)

# Preventing Churn

- Typical churn prevention strategies use rules (e.g. send guests who haven't visited in 30 days an offer)
- Inherently problematic:
  - Guests that only come in a few times a year
  - Snowbirds
  - Don't KNOW the guest
- How do we use all the data we collect?
  - Individual visit frequency and gaps
  - Brand affinity (gift cards, referrals)

**SLIDERS**  
Our algorithm has determined that this group is likely to churn unless action is taken.

**CHURNED**  
Have created an account, but haven't returned in 90+ days. You should try to win them back, but your success rate will be lower than Sliders.

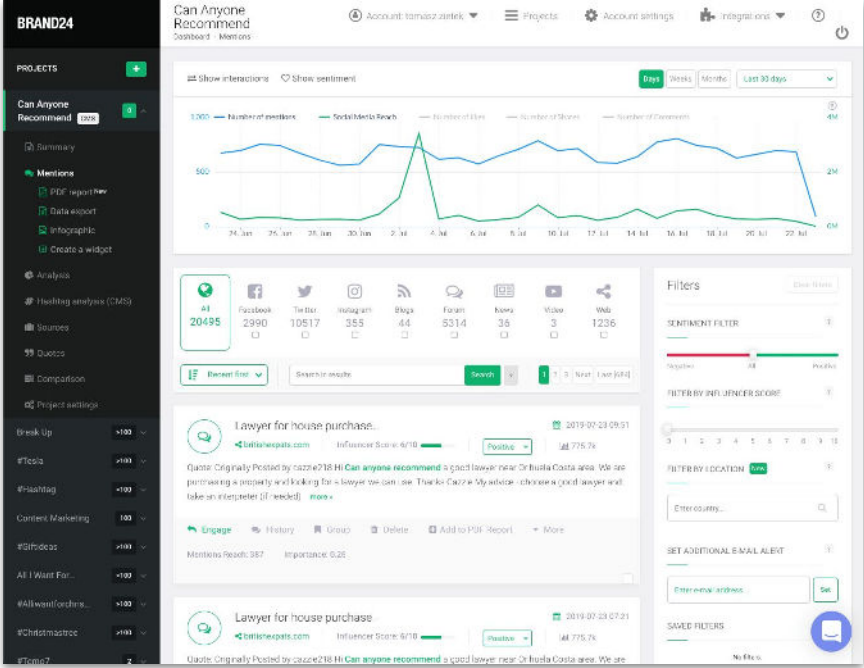
SLIDERS	CHURNED
<b>13693 / 9805</b> CURRENT / RECOVERED	<b>170831 / 11808</b> CURRENT / RECOVERED
<b>\$6,891,193</b> / <b>\$9,900,877</b> PROJECTED ANNUAL SPEND AT RISK / RECOVERED	<b>\$7,340,225</b> / <b>\$8,344,830</b> PROJECTED ANNUAL SPEND LOST / RECOVERED
<b>\$30.13</b> AVERAGE CHECK	<b>\$34.90</b> AVERAGE CHECK
<b>5.65%</b> OF REVENUE	<b>0.00%</b> OF REVENUE

# Sentiment Analysis

- A very mature industry with incumbent and newer platforms
- Uses AI extensively
- Table stakes



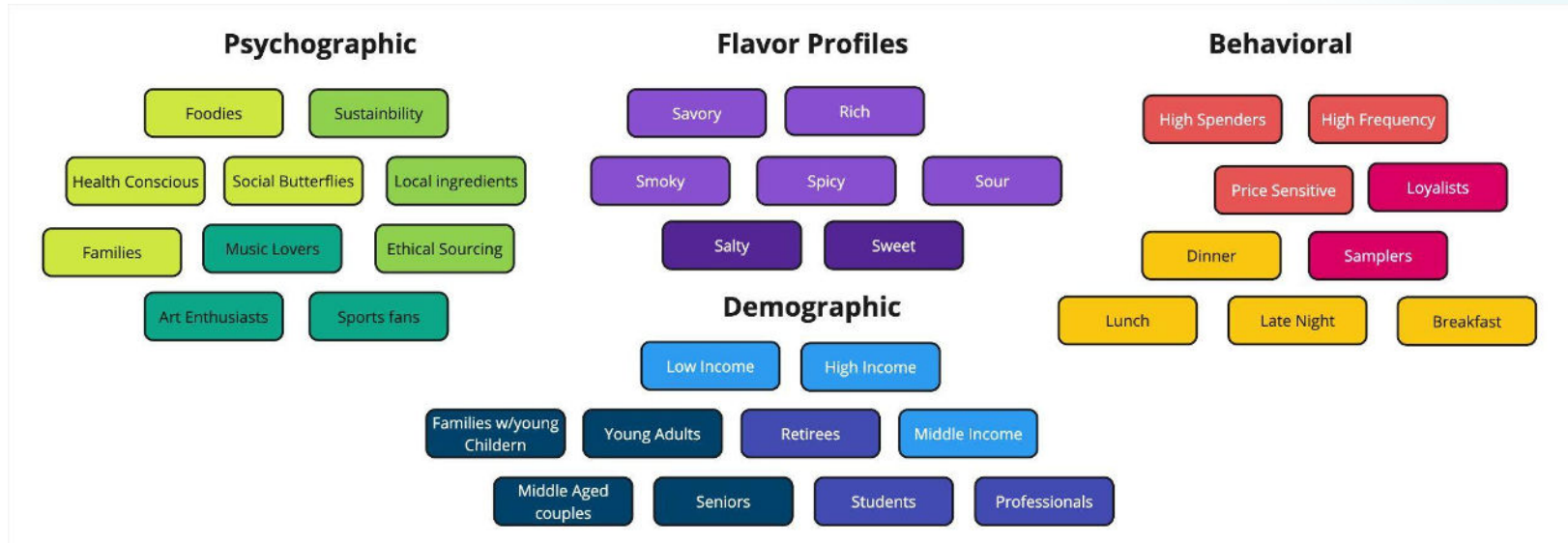
sproutsocial



Source

# Segmentation

1: Many Marketing that feels like 1:1



Sliding

Sports fans + Young Adults + Salty + Smoky + Dinner = 1,288 / \$173k

Opportunity: Samplers + Lunch + Health Conscious + Families w/young Children = 471 / \$23k

# Dynamic Pricing



# Takeaways

**Generative AI is cool, and getting better**

**The real ROI is in areas that are less flashy:**

- Moving guests along the funnel
- Preventing churn
- Sentiment analysis
- Segmentation
- ~~Dynamic pricing~~

