

Eliminate Competitive Blind Spots and Steal Market Share



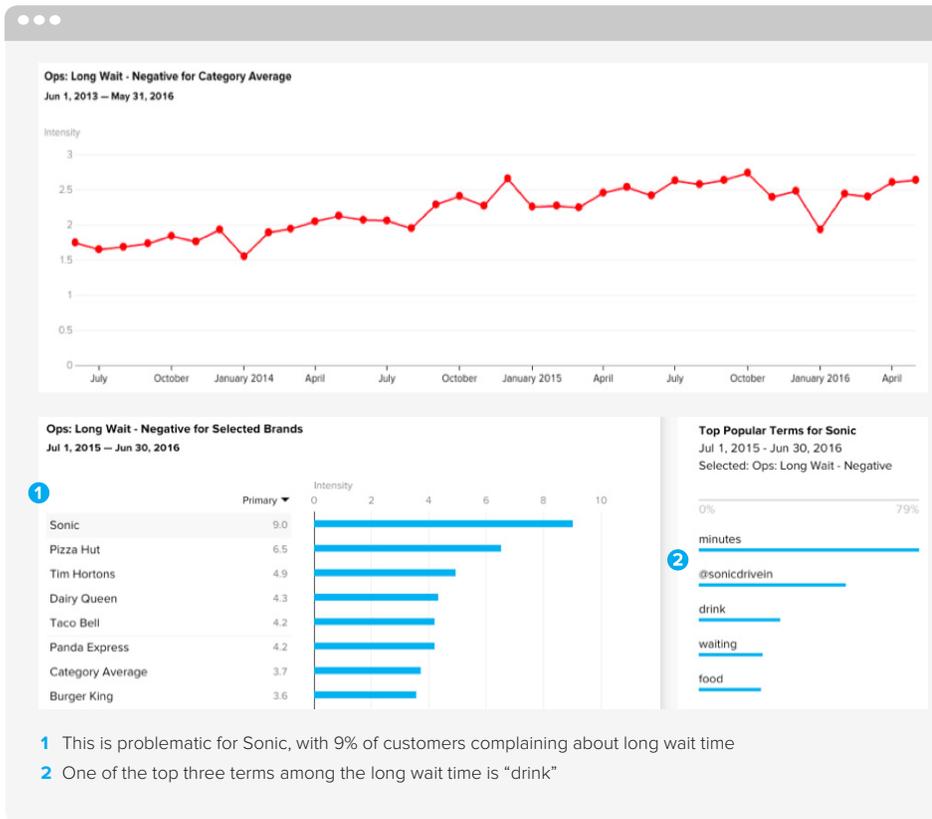
From increasing health concerns to evolving taste preferences, consumers are deserting long-standing QSR leaders in favor of rapidly-multiplying Fast Casual brands. Brands today compete with an increasingly complex and hard-to-anticipate set of competitors, offerings, and consumer preferences. To defend and grow, brands must be alert to emerging trends, avoid unforeseen threats, and remain competitive, while staying true to their strengths.

How do marketers avoid data fatigue, cut through the clutter, and ultimately drive growth? Quantifind’s SIGNUM for Restaurants helps leading brands find signals in their data that tie directly to business metrics.

SIGNUM for Restaurants

Our intuitive explanatory analytics platform reveals not just what drives restaurant revenue, but that of each competitor as well – and lets them discover the biggest growth opportunities.

For example, over the last three years long wait times have been an increasingly significant customer complaint across the restaurant category. Verbatims suggest Sonic should consider an express lane for smaller orders / drinks, as customers are especially frustrated by long wait times for “just a drink.”



“Quantifind helps us discover new ways to understand our business. The platform filters out noise and focuses on the data patterns that correlate most closely with our business KPIs. It’s a highly-differentiated approach that helps Taco Bell continue to understand our customers.”

LYNN HEMANS, SR. DIRECTOR BUSINESS AND SOCIAL INTELLIGENCE AT TACO BELL

KEY FEATURES

- 80+ restaurant brands
- 700 million conversations
- 3.5 million purchase transactions
- 50 conversation topics
- 40 unique interest groups
- Access to real customer verbatims
- Interactive visualizations
- Customizable queries to answer specific business questions

USE CASES

- SIGNUM for Restaurants helps marketers:
- Eliminate competitive blind spots
 - Identify top drivers of brand sales
 - Analyze emerging trends
 - Understand your brand and competitors’ demographic composition
 - Track LTO performance
 - Investigate interest groups and affinities

QUANTIFIND OVERVIEW

Quantifind helps people make better decisions that combine human intuition with the voice of intelligent data. We are a data science company that eliminates your blind spots around where, why and how competitors are impacting your business, and reveals new ways to steal market share. Our productized data science filters out the noise that doesn’t drive revenue and finds the hidden signals that do. Quantifind’s clients include some of the world’s most well-known brands spanning multiple industries including automotive, consumer packaged goods, movies, pharmaceuticals, restaurants, and telecom.

Contact us for an exclusive demo for your brand today.

Email us at contact@quantifind.com