

# Do you really know your competitors?

Reveal what drives revenue for the industry and why



## SIGNUM for Restaurants

SIGNUM automatically extracts signals predictive of sales and delivers revenue-driving insights across 66+ restaurant brands.

### Operational Effectiveness Case Study

- 4% of all customers complain about long wait times
- Sonic is the biggest offender, with 20% more complaints than the industry average
- Millennials are frustrated by excessive waits for “just a drink,” and have increased their complaints by 30% year over year, and are instead flocking to places like Carls Jr. where complaints are decreasing each year.
- Time to insight: 20 minutes

### Out-of-the-box product includes:

- 66 restaurant brands
- 280 audience segments
- 50 conversation topics
- 780+ million conversations
- 2,500 limited time offers
- 6 million restaurant transactions
- 10,000+ news events

### Available add-ons include:

- Voice of customer data
- Point of sale data
- Product launches
- Marketing calendars

### Category leaders rely on SIGNUM for Restaurants for:

- Competitive intelligence and benchmarking
- Limited time offer tracking
- Operational effectiveness
- Customer segmentation
- Media targeting
- Creative messaging

“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



## SIGNUM Application Suite Marketing Workflow



# Uncover what's driving sales—and why—with SIGNUM Timeline

All the signals that matter to your revenue in one place. It's the ultimate business intelligence dashboard.



Automatically detect, track, and drill into critical signals impacting sales

- Consumer conversations
- Demographic changes
- Advertising campaigns
- Limited time offers
- Sales and news events

Identify unusual movements in sales for your brand - and your competition

- Spikes, dips, and trend lines
- Conversation drivers and topics
- Demographics and audience segments

Compare additional data

- Prior year sales
- Forecast/operating plan
- Stock price
- KPIs (churn, acquisition)
- Competitor sales
- Consumer price index
- Weather patterns

Monitor the impact of news, campaigns, and events

- 10,000+ news events
- 2,500+ limited time offers
- 1,000+ advertising campaigns
- Product tests and launches
- Marketing calendars
- First party event integrations





### **About Quantifind**

Quantifind was founded to help people make better decisions by combining human intuition with the power of intelligent data. We are a data science company that eliminates your blind spots around where, why and how competitors are impacting your business. Our productized data science filters out the noise that doesn't drive revenue and finds the hidden signals that do. We provide an intuitive explanatory analytics platform, **SIGNUM**, anybody can use to discover the biggest opportunities for growth. Quantifind's clients include some of the world's most well-known brands spanning multiple industries including automotive, consumer packaged goods, financial services, movies, pharmaceuticals, restaurants, and telecom. Our team is currently 80+ people strong and growing, with locations in Menlo Park, CA; Washington, DC; and New York, NY.

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