

Using digital to improve the customer experience

How the customer journey to restaurants and pubs starts on **mobile** and ends with a **purchase**

Over two thirds

of the world's population is now connected by mobile¹

The food and beverage sector generates the highest percentage of online search volumes with

72% of searches initiated by mobile²

Mobile searches for 'the best' terms have **risen by 80% over the past two years³**

the best restaurant near me...

25%

of consumers connected to a retail or food outlet's customer Wi-Fi recently...⁴

1 in 4

consumers downloaded a retailer or food outlet's app or visited its website recently⁴

here's a free voucher to spend in your nearby restaurant or pub

x5

we see more conversions on in-app promotions compared to email⁵

31%

of 25-34 year olds would make a spontaneous or unplanned purchase if promotions are targeted by location⁴

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¹ Two thirds of the world's population are now connected by mobile devices Business Insider

² Report: Nearly 60 percent of searches now from mobile devices Search Engine Land

³ Ask a researcher: What does 'best' really mean? Think with Google

⁴ The Digital Imperative: Harnessing the power of 'now' with performance-driven marketing Eagle Eye

⁵ Eagle Eye AIR platform redemption data