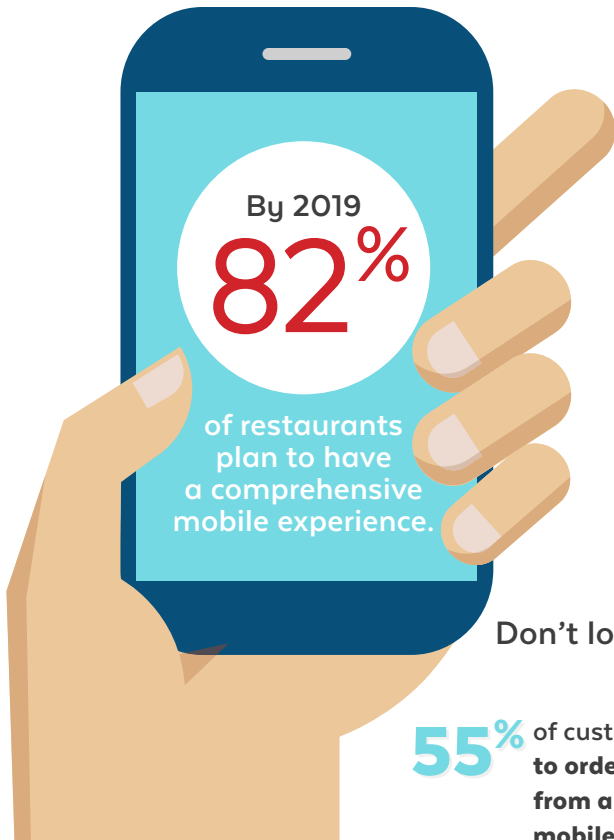


# How Personalization & Digital Drive Diners' Decisions

From mobility to marketing, here are key reasons and ways for a restaurant to create a comprehensive mobile experience.



**65%** of customers **would visit a restaurant more often if they offered online ordering.** For pre-ordering and pickup, online ordering influences 73% of diners' decisions.



**93%** of guests **prefer online ordering** for family or group orders.



**54%** of guests will **choose takeout based on ability** to place an order via mobile device.



Don't lose marketshare to third-party delivery or ordering services...

**55%** of customers **prefer to order directly from a restaurant mobile website or mobile app.**

**ONLY 8%** prefer to **order from a third-party site**, but that means restaurants have to have a **strong digital ordering strategy and execution!**

**62%**

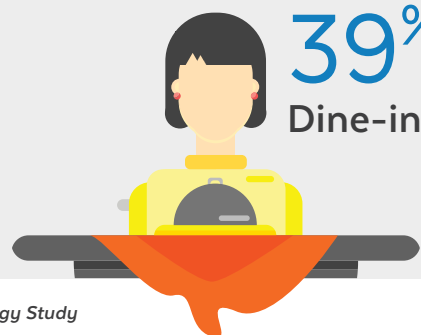
of guests want to receive and redeem coupons on mobile devices.

## THE IMPACT OF PERSONALIZED COMMUNICATION

Percentage of diners that will choose a restaurant if they receive offers based on their dining history...



**42%**  
Takeout



**39%**  
Dine-in

Source: HT's 2018 Customer Engagement Technology Study