MAKING CUSTOMERS CRAZY ABOUT NEW YORK PIZZA

THE ORIGINAL NEW YORK PIZZA

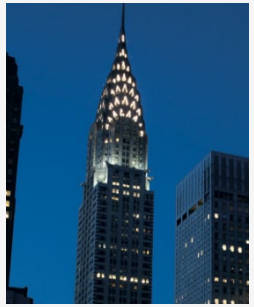
INHOUDSOPGAVE

The New York Pizza brand

De klant centraal

Marketing Automation

What's next



THE NEW YORK PIZZA BRAND

THE ORIGINAL
NEW YORK PIZZA

BRAND HERITAGE

HOE HET ALLEMAAL BEGON

1993: opening 1e NYP Spuistraat Amsterdam

1996: Start NYP delivery

2000: Start e-commerce en newyorkpizza.nl

50 vestigingen

2007: 1e tv spot

2010: All natural

2013: 125 vestigingen

2018: vegan assortiment

2019: bloemkool-bodem

2019: 200 vestigingen

2021: 250 vestigingen in NL

2022: 100+x DE 6x BE

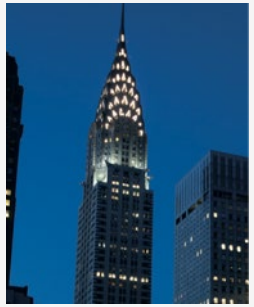
BRAND STRATEGY

ONZE ROOTS

NYC’S URBAN VIBE

LEVENDIGE ENERGIE

OPRECHTE ATTITUDE



BRAND STRATEGY

WIE WIJ ZIJN

DIRECT

INFORMEEL

PROVOCATIEF

INNOVATIEF

BRAND STRATEGY

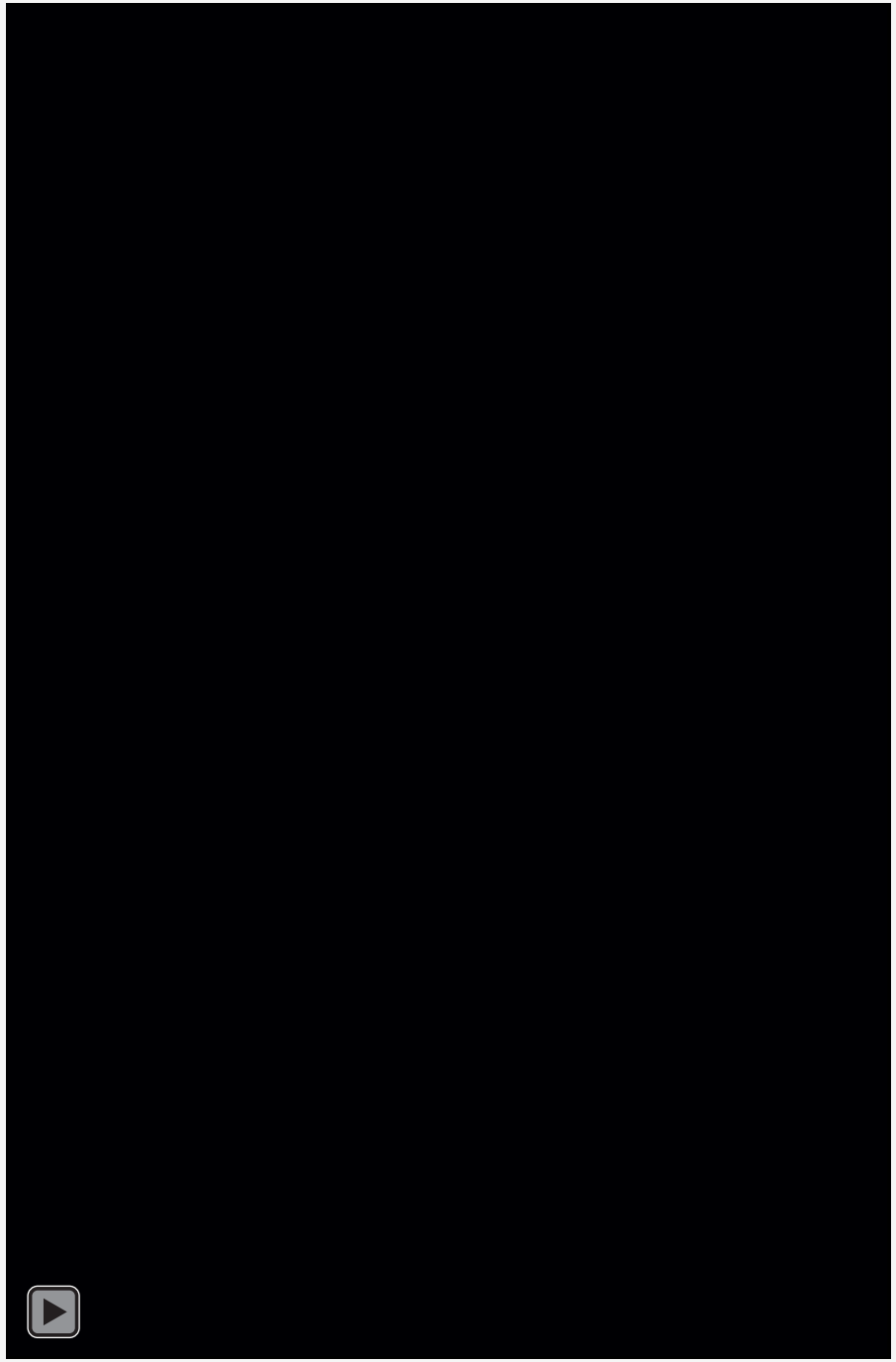
DE LEKKERSTE PIZZA

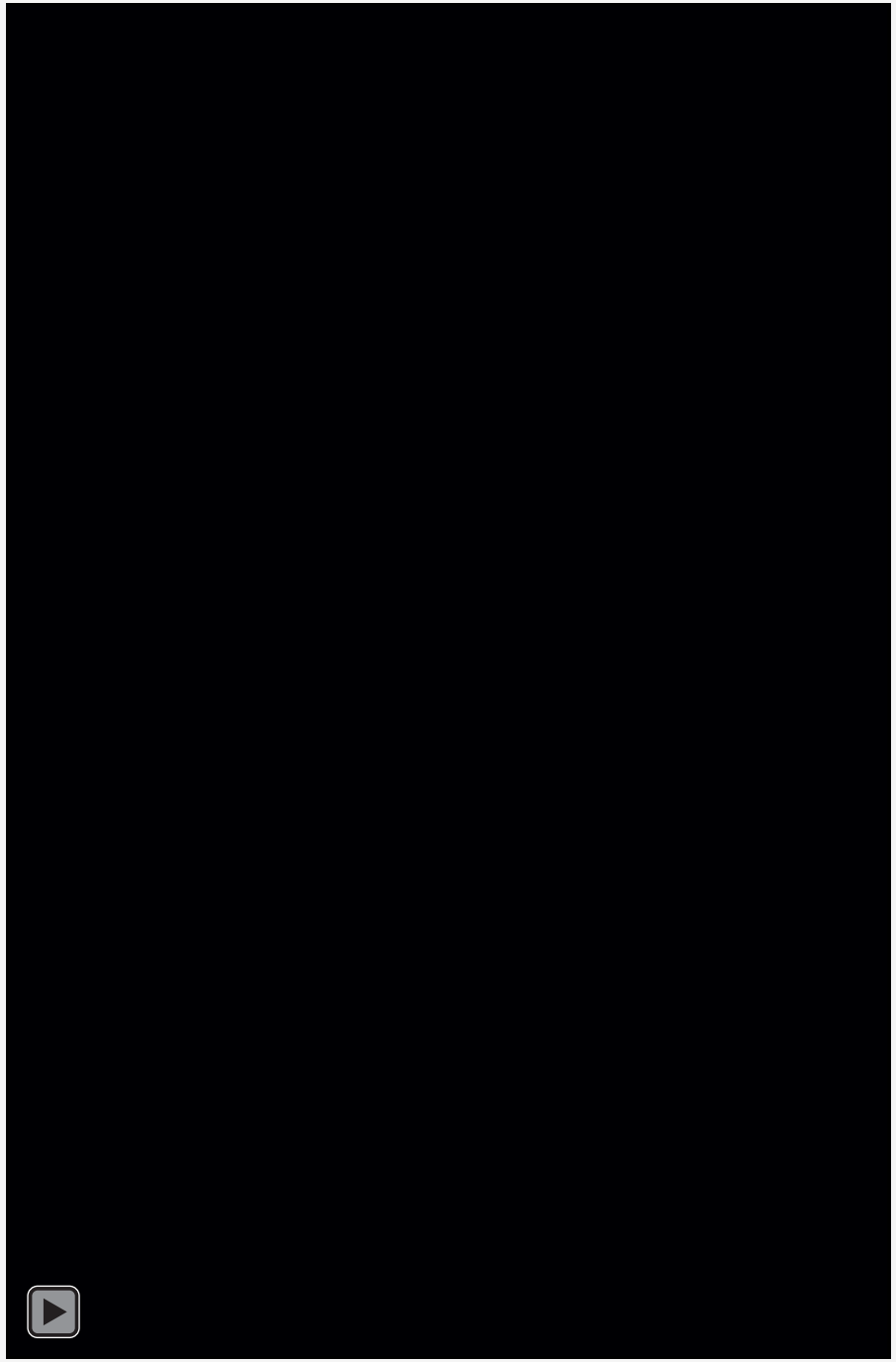
ALL NATURAL

HIGH QUALITY

INNOVATIEF

HET BESTE DEEG





WAT IS TOCH HET GEHEIM VAN NEW YORK PIZZA?

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WAT IS TOCH HET GEHEIM VAN NEW YORK PIZZA?

De klant centraal

THE ORIGINAL NEW YORK PIZZA

DE KLANT CENTRAAL

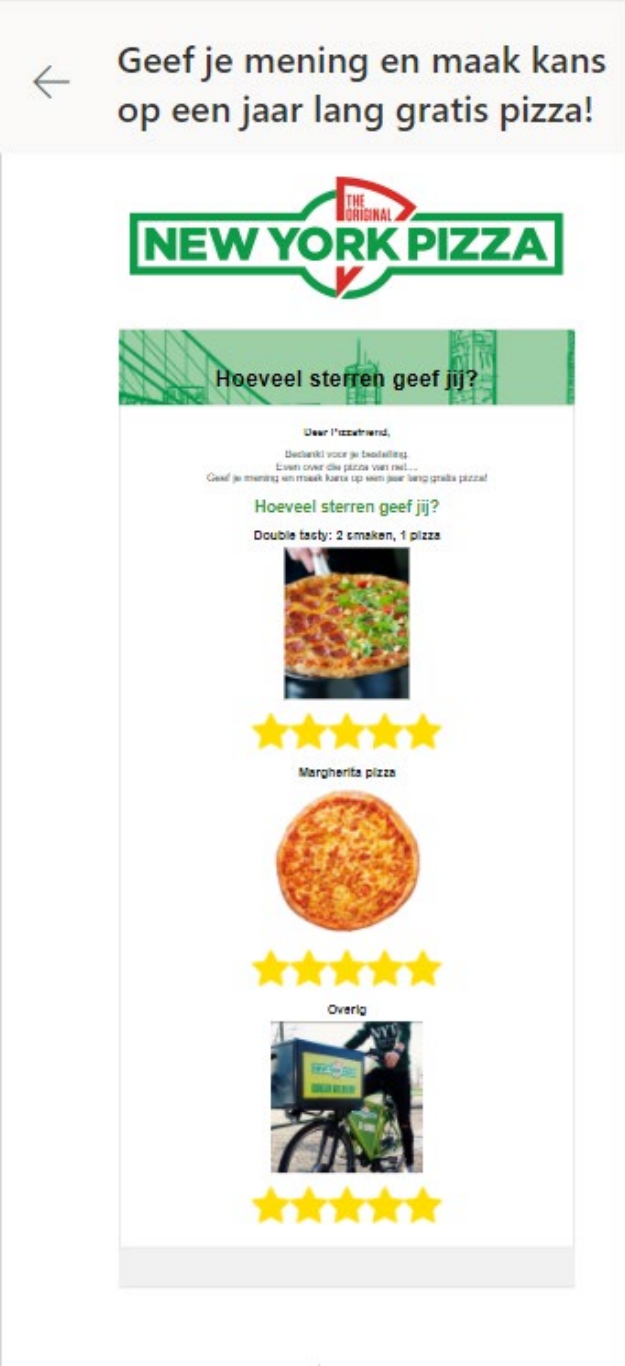
1 CONSISTENTE BOODSCHAP

360º
CAMPAGNE

DE KLANT CENTRAAL

KLANT FEEDBACK

Start:
Reviews en NPS score



KLANT FEEDBACK

2019:
NPS +21

DE KLANT CENTRAAL

KLANT FEEDBACK

2021:
NPS +49

2019:
NPS +21

DE KLANT CENTRAAL

KLANT FEEDBACK

2019:
NPS +21

2021:
NPS +49

Coolblue
NPS +68

DE KLANT CENTRAAL

KLANT FEEDBACK

Marketing Automation

THE ORIGINAL NEW YORK PIZZA

MARKETING AUTOMATION

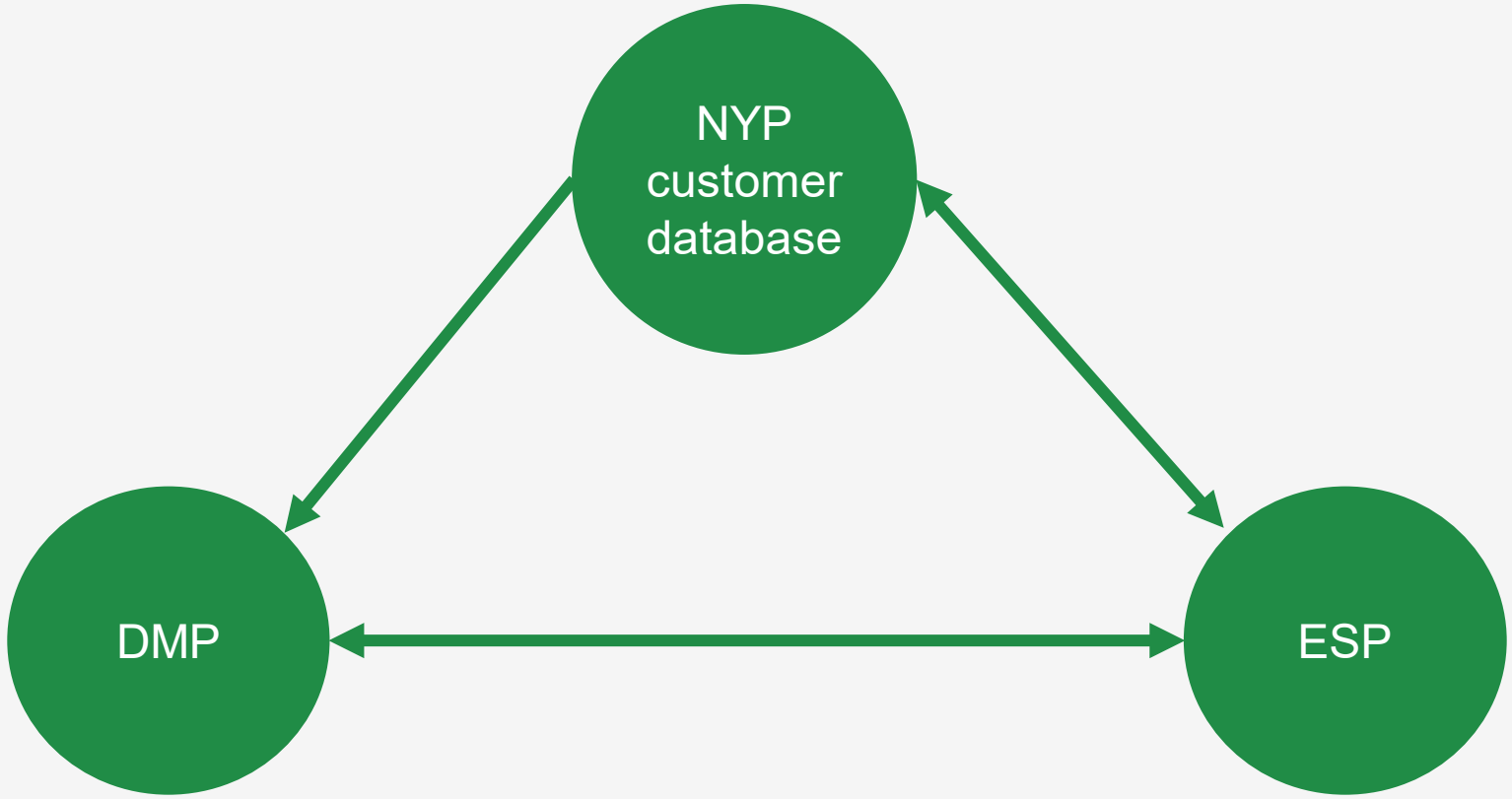
KLANTDATA

360°

klantprofiel

MARKETING AUTOMATION

KLANTDATA



KLANTDATA

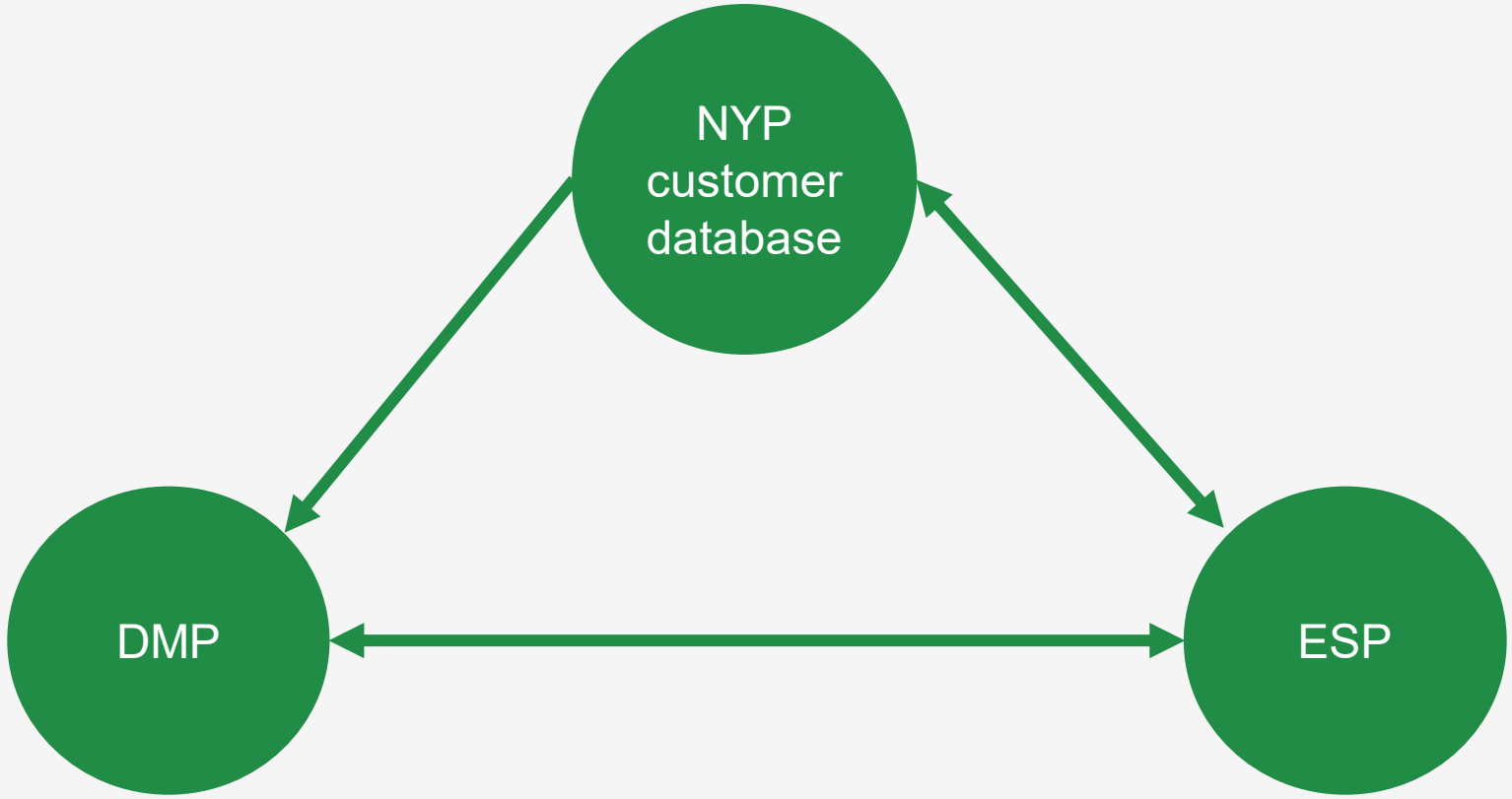
Challenges:

Het juiste team

KLANTDATA

Challenges:

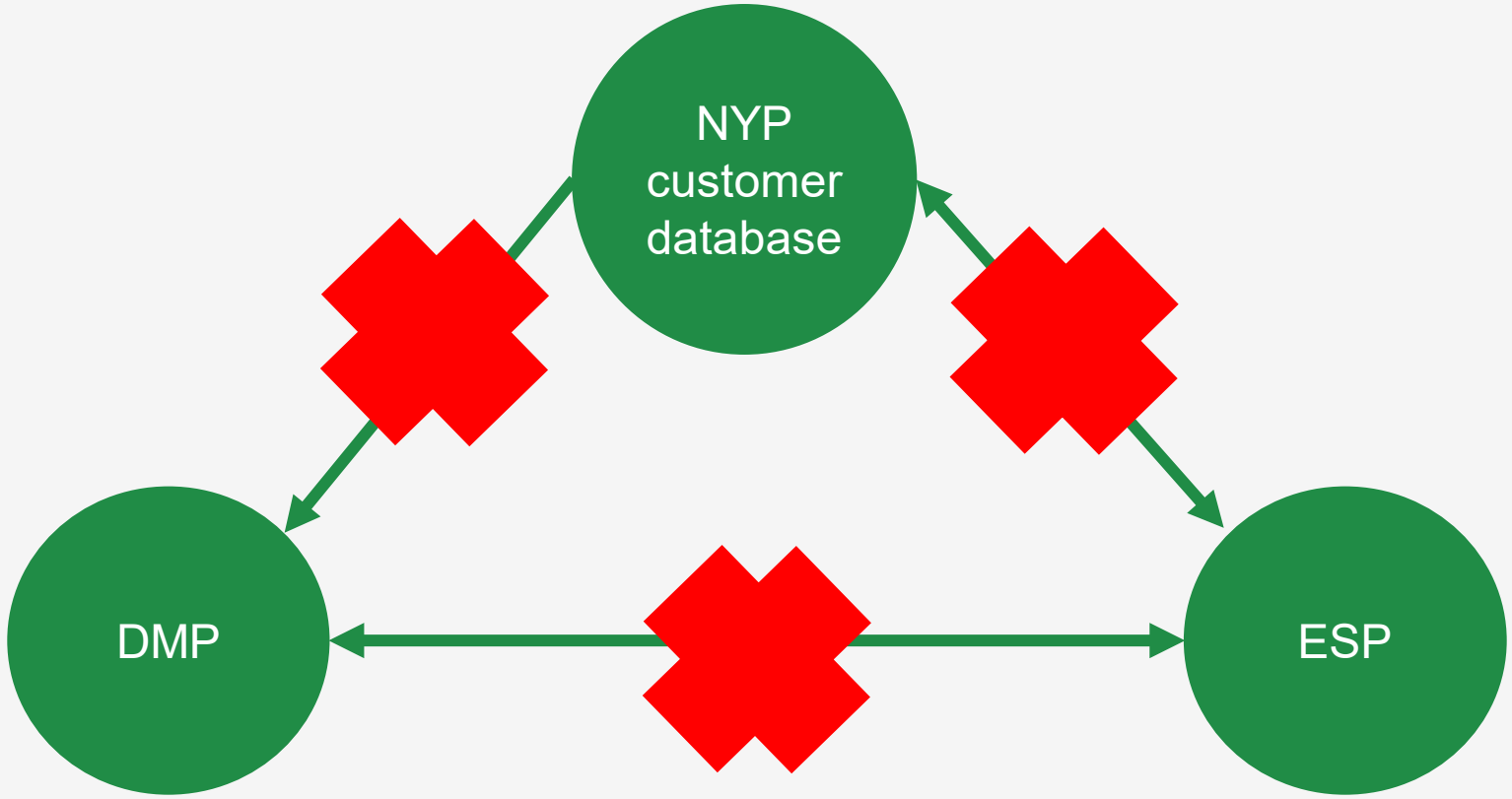
Check je datapunten



KLANTDATA

Challenges:

Check je datapunten



KLANTDATA

Challenges:

De juiste prio

KLANTDATA

Challenges:

Begin klein
Test snel

Daarom trakteert New York Pizza jou op gratis pizza. Met onderstaande unieke code krijg je elke

2e pizza helemaal gratis!

Bestel verjaardagspizza's

Fijne verjaardag!
Jouw New York Pizza team

Optimalisaties:

E-mailverzendingen op basis van engagament

Tot aug 2021

1 mail to all — 3x per week

Tot aug 2021

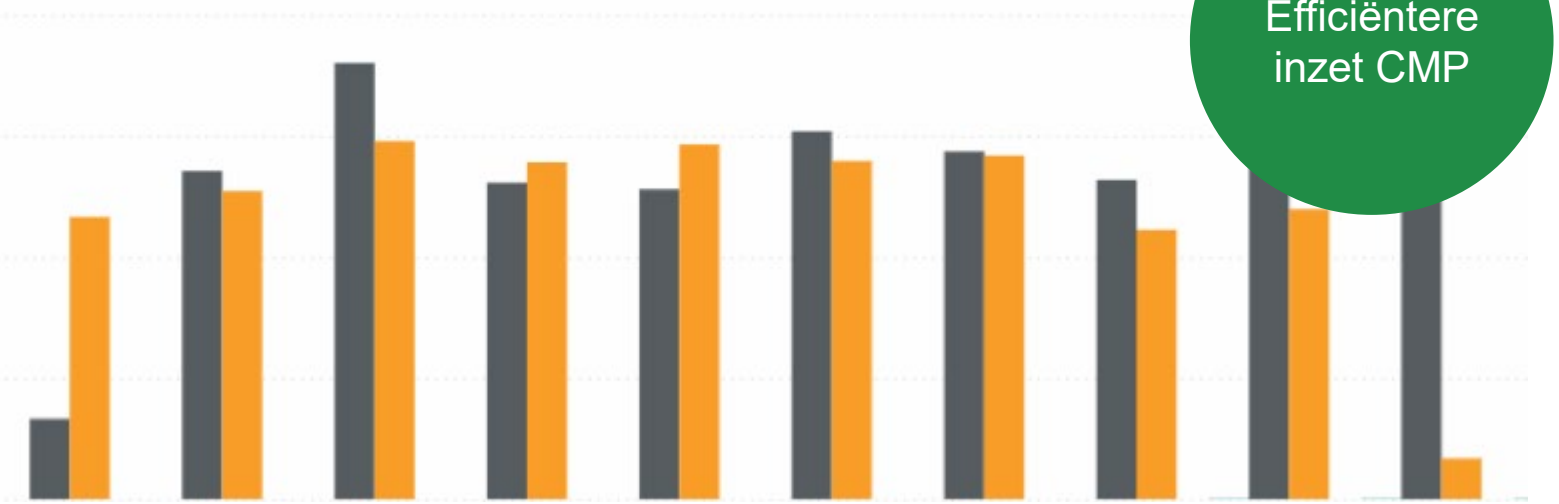
High — 3x per week

Medium — 1x per week

Low — 1x per week

Optimalisaties:

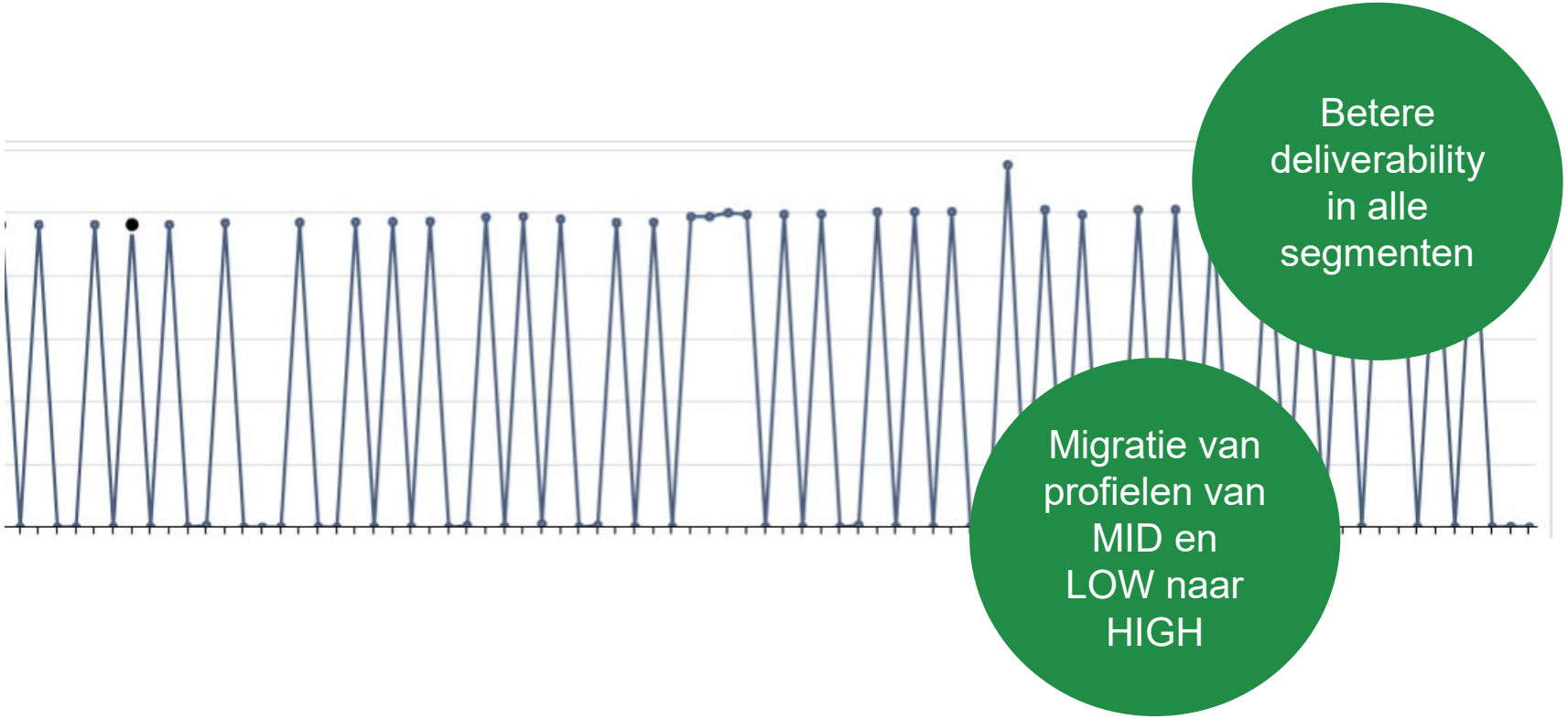
E-mailverzendingen op basis van engagament



Efficiëntere inzet CMP

Optimalisaties:

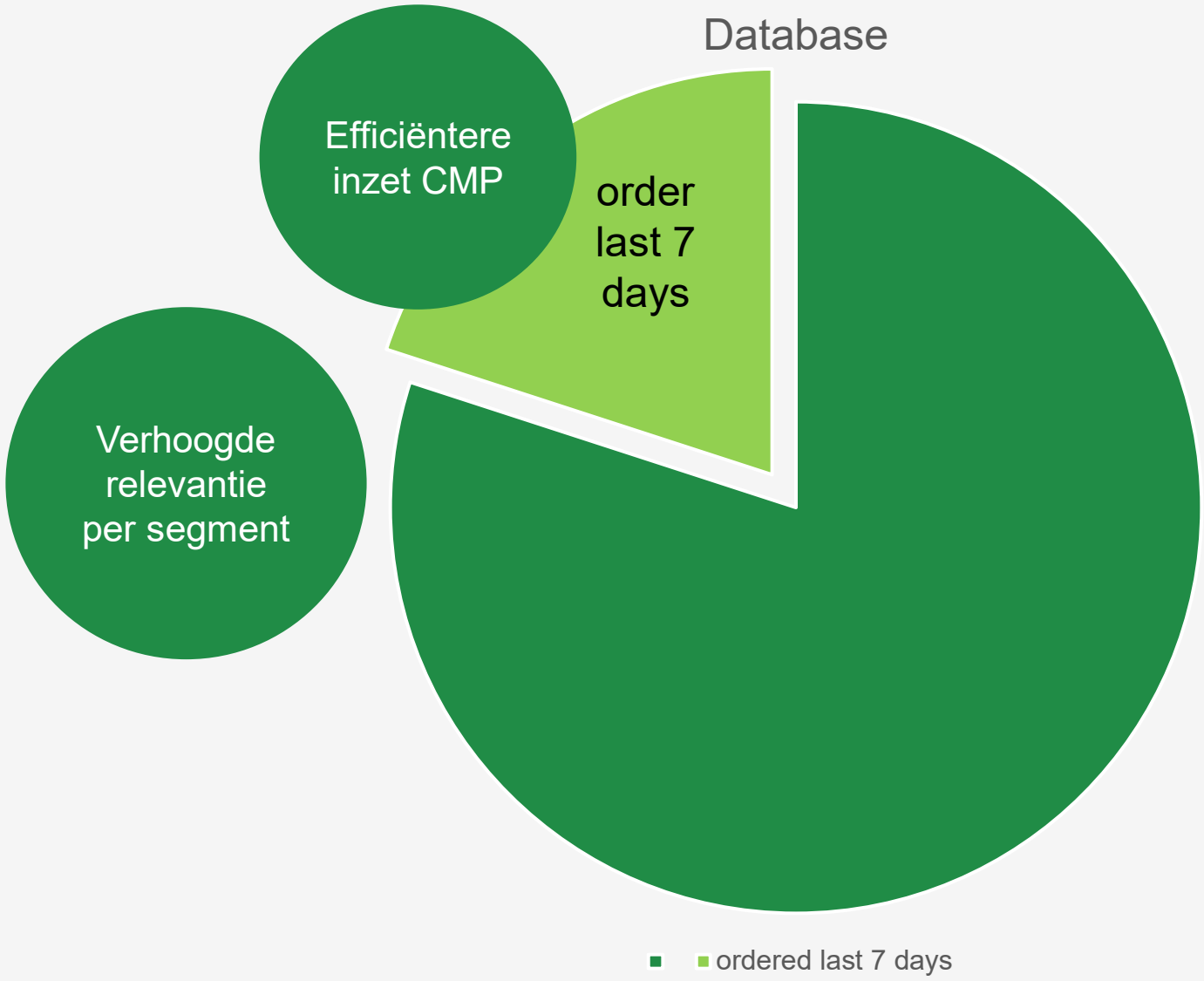
E-mailverzendingen op basis van engagament



KLANTDATA

Optimalisaties:

Exclusion order last 7 days



What’s next

THE ORIGINAL NEW YORK PIZZA

MARKETING AUTOMATION

KLANTDATA

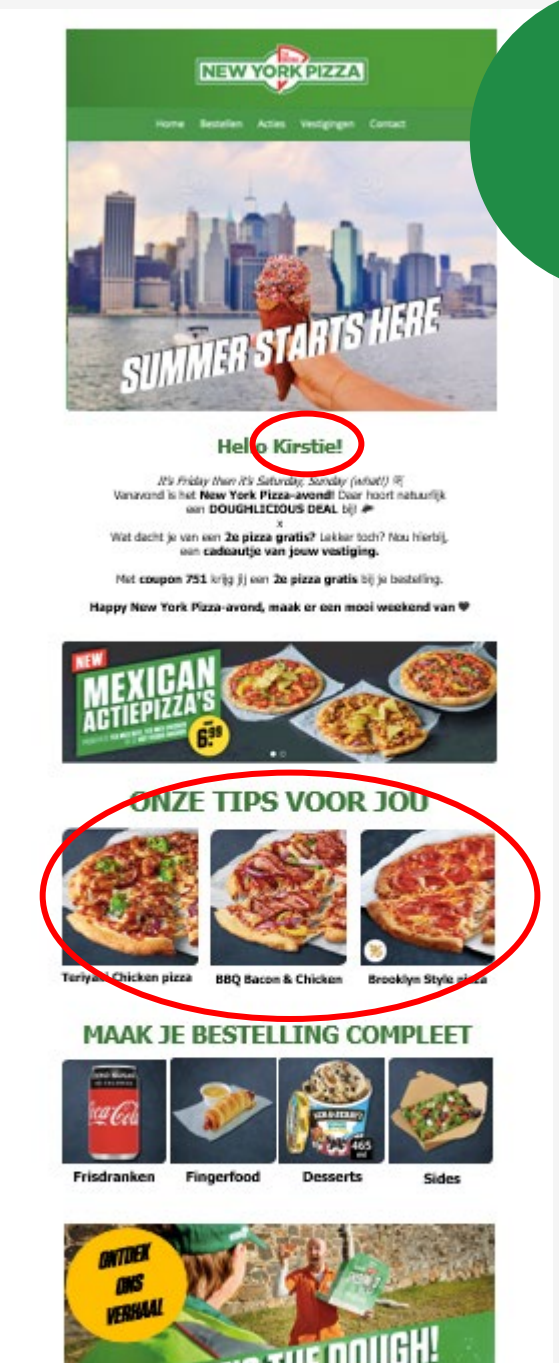
360°

klantprofiel

MARKETING AUTOMATION

NEXT STEPS

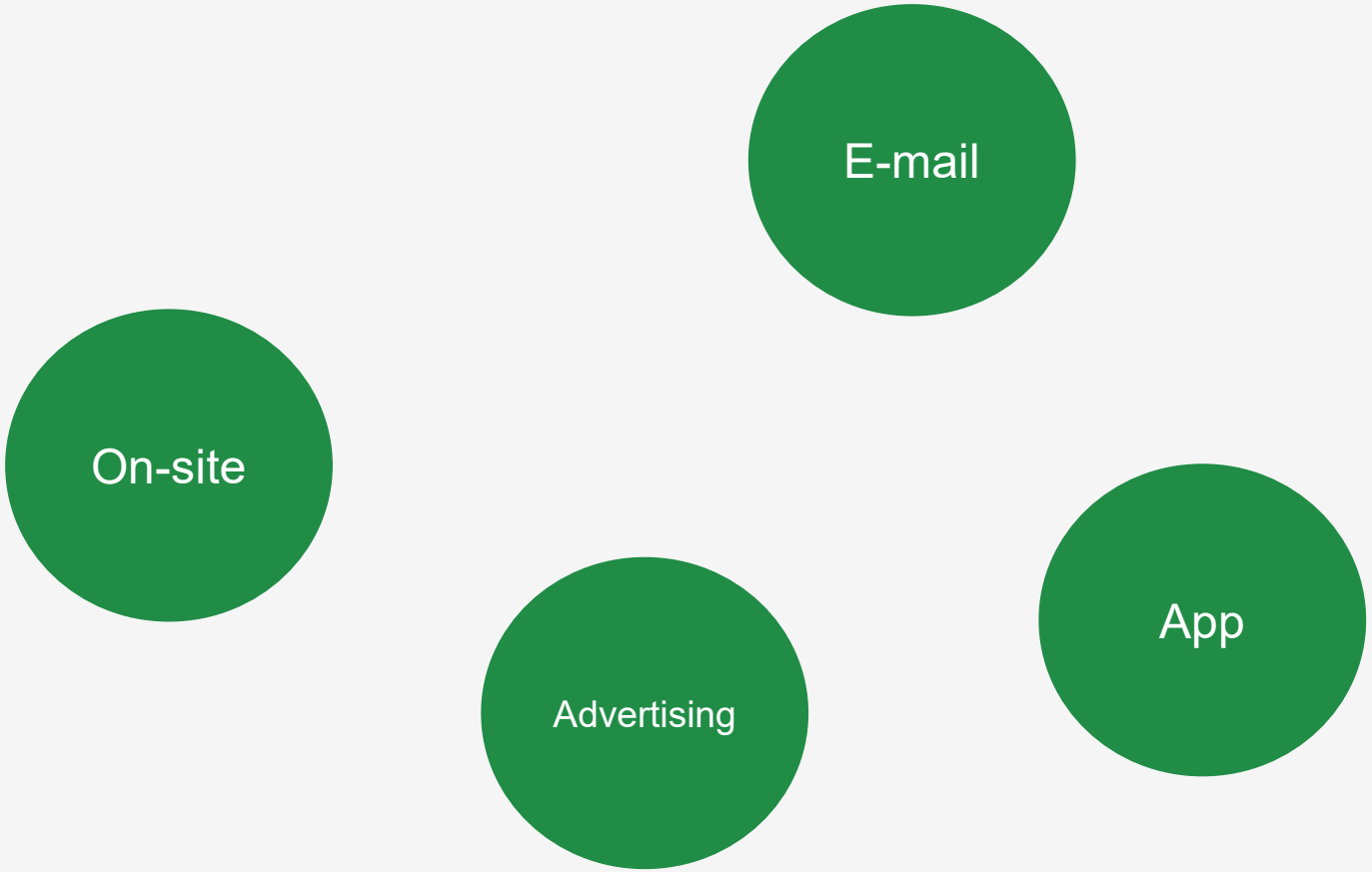
Klantdata als basis voor personalisatie



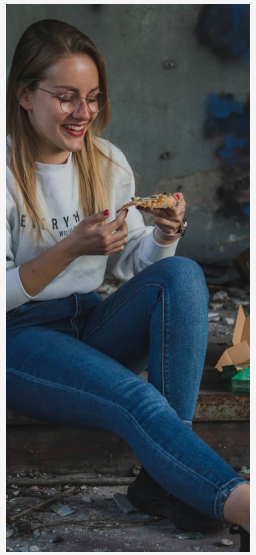
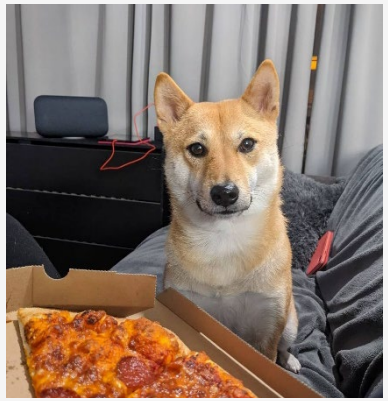
E-mail

NEXT STEPS

Klantdata als basis voor personalisatie



MARKETING AUTOMATION

ULTIEME DOEL

Elke klant een fan!