



# Loyalty Audit

Red Sea Fish

July 20, 2017



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## Introduction

Thank you for taking the time with me to review the enclosed audit, a custom tailored analysis of your loyalty ranking. In summary, this report covers the following areas:

- Ratings and Reviews Overview
- Business Engagement Score™
- Competitive Analysis
- Action Checklist

## Business Engagement Score™

Your Business Engagement Score is calculated using a variety of data points, including reviews, ratings, check-ins, and followers. We compare these data points with those of your top three competitors, to produce an understandable score.

## About Us

At Loyll, clients appreciate working with us because of our results-oriented, partner-like approach! Our technology partner has been developing loyalty and text messaging solutions throughout the U.S. and Canada since 1999, earning the following recognition:

- 66th fastest growing software company in the country (INC 5000 list)
- Multiple-award winning web designers
- Patented technologies
- Contributors to leading industry publications

Learn more at <http://loyll.com>

## Ratings and Reviews

What your customers say about you can make or break your business. Being aware of, and responding to, your customers' comments online is absolutely critical for customer retention and growth.

**33**

Reviews Found

**2.25**

Average Rating

## Platform Breakdown

Yelp

**4.5**

Average Rating  
From 20 reviews

Trip Advisor

**0**

Average Rating  
From 0 reviews

Zomato

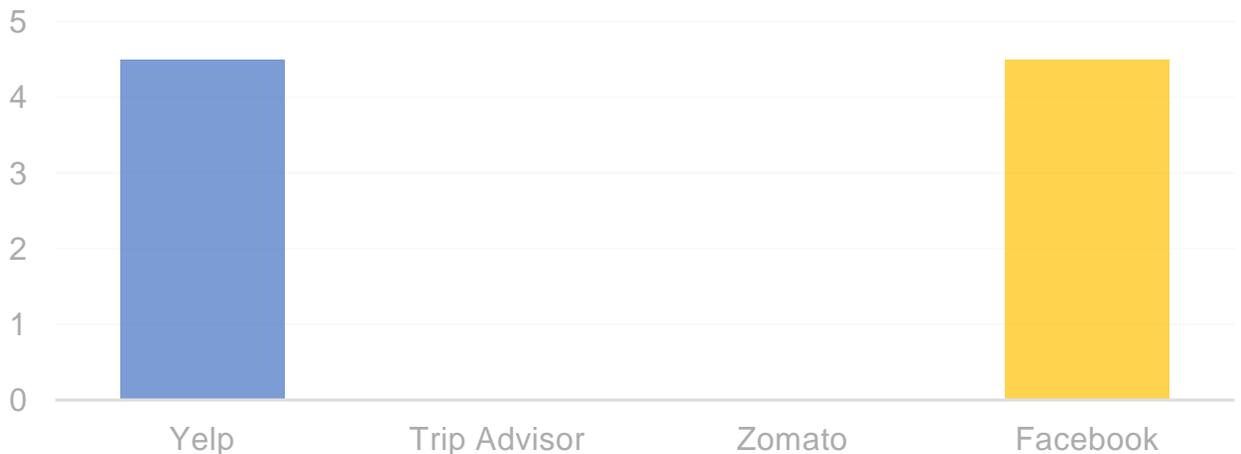
**0**

Average Rating  
From 0 reviews

Facebook

**4.5**

Average Rating  
From 13 reviews



## Business Engagement Score™

Your Business Engagement Score is calculated using a variety of data points, including reviews, ratings, check-ins, and followers. We compare these data points with those of your top three competitors, to produce an understandable score.

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### Your Business Engagement Score

## Key Signals

Your key metrics compared to the averages of your competitors' metrics

# 7.6X

### Engagement Advantage

Engagement refers to the amount of reviews received compared to check-ins. Your rate of engagement is **20.63%**, 761% higher, on average, than your competition!

### Web Traffic Improvement

# 100%

Fewer Inbound Links

You need 1704 more discussions about you online to beat your competitors

### Web Traffic Improvement

# 100%

Fewer Unique Inbound Links

You need 173 more people talking about you online to beat your competitors

### Page Share Improvement

# 100%

Fewer Page Shares

You need 78 more shares from all pages within your website to beat your competitors

### Site Share Improvement

# 100%

Fewer Domain Shares

You need 542 more shares of your home page to beat your competitors

## Competitive Analysis

The million-dollar question: how do you stack up against your competition? How the public ranks you against your competitors is directly linked to the proportion of the available dollars that will go into your cash register.

### Top 3 Competitors

<b>#1</b> <b>Flying Fish</b> 300 E Abram St Arlington	<b>#2</b> <b>Catfish Sam's</b> 2735 W Division St Arlington	<b>#3</b> <b>Pappadeaux</b> 1304 E Copeland Rd Arlington
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### Platform Breakdown

<b>Review Improvement Needed</b> <b>2,075</b> Reviews Needed You need 2,075 more reviews to beat your competitors	<b>Rating Improvement Needed</b> <b>1.8</b> ★ To Go! You need a 1.8-star overall ratings improvement to beat your competitors
<b>Likes Improvement Needed</b> <b>45,023</b> Likes Needed You need 45023 more Facebook likes to beat your competitors	<b>Followers Improvement Needed</b> <b>2,457</b> Followers You need 2457 more Instagram followers to beat your competitors

## Competitive Analysis, Continued

Yelp

0.6 ★

Higher Rating

Your rating is 0.6 stars higher than your competitors!

Trip Advisor

4.33 ★

Lower Rating

Gain a few more 4-5 star reviews to beat your competitors

Zomato

3.9 ★

Lower Rating

Gain a few more 4-5 star reviews to beat your competitors

Facebook

0.06 ★

Higher Rating

Your rating is 0.06 stars higher than your competitors!

Yelp

147

Fewer Reviews

You need 147 more reviews to beat your competitors

Trip Advisor

276

Fewer Reviews

You need 276 more reviews to beat your competitors

Zomato

142

Fewer Reviews

You need 142 more reviews to beat your competitors

Facebook

1,510

Fewer Reviews

You need 1,510 more reviews to beat your competitors

## Metrics to Improve

Areas where your competition has the upper hand

### Average Rating

3 out of 3 of your competitors have a higher average rating than you do. This is a key metric, as it's publicly available, and will strongly influence whether or not people choose you or your competition!

### Number of Reviews

3 out of 3 of your competitors have more reviews than you. A large number of reviews (good ones) are a signal to potential customers that you're a solid, reputable business that they should trust. Getting more reviews should be a priority.

## You Could Be Making \$18,195.67 More Per Month!

We estimate that implementing our system could bring 125 of your customers back for an additional visit each month, and at an industry average ticket price of \$145.57, that's \$18,195.67 more in the register.

### Your Action Checklist

You've seen where you stand...now here's how to improve your loyalty score, boost your reputation, and keep your customers coming back (and bringing their friends with them).

- Get your loyal customers to review you online.
- Intercept negative reviews and make good of the relationship.
- Connect with your regular customers on a personal level.
- Incentivize your regular customers to visit more frequently.
- Incentivize your customers to refer your business to friends and family.
- Engage with your customers where they prefer to be, text.
- Text links to online platforms: Facebook, YouTube, Yelp, website, etc.
- Wish each of your customers a happy birthday on their special day.

## Testimonials



We generate reviews, expand online footprints, and amplify Mobile & Social presence

*"A one-star increase in Yelp rating leads to a 5-9 percent increase in revenue"*  
- Harvard Business School



Through subscription text messaging, we re-engage loyal, lost, and new customers in ways not possible before

98% of text messages are read within 3 minutes. No other marketing competes!



**Francisco**

General Manager, IHOP  
Woodbridge, VA

"It's definitely helping bring more traffic, and that's exactly what we're looking for!"



**Kevin Crozier**

Owner, Dairy Queen  
Valparaiso, IN

"We've grown in four months to almost 700 loyalty customers."



**Fayyaz Shariff**

Co-Owner, KFC  
Northridge, CA

"Every time we send a text message it's instant response and sales go up 40 to 50% the same day."

## Summary

Thank you for taking the time to review this audit. This audit is a small sample of the improvements we can make to your loyalty metrics, and keep customers coming through the door more often.

Visit [messagespark.com/david](http://messagespark.com/david) to receive your free Engagement Tablet when you sign up by midnight tonight!

Thank you!

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