



Chili's

January, 2020 – March, 2020

Different Food Incentives Used

Buyer

Non-Buyer



49

Total Comms Received



22

Total Comms Received

55%
comms contained Free
Dessert 16
Kids Meal 9
Appetizer 2

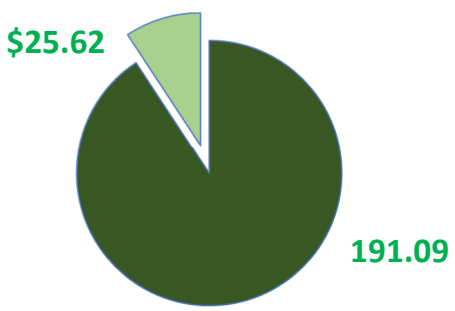


32%
comms contained Free
Dessert 4
Appetizer 3
Kids Meal 0



63% (\$44.93) of Promos received after March 20 to engage new Buyers (COVID-19)

Value of Promos Received



Value of Promos Received

