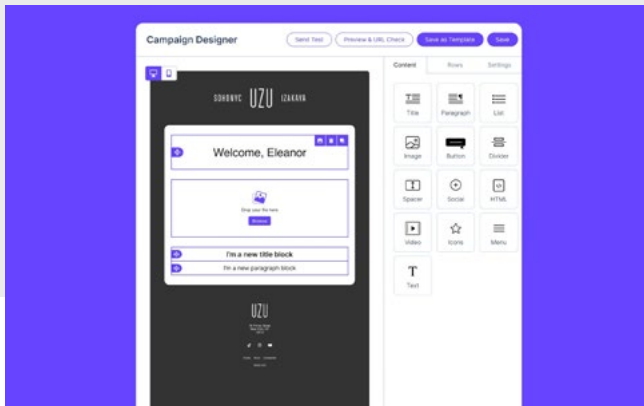**GoTab** × **fishbowl**

A GRM built for restaurants.

Fishbowl is a powerful marketing and analytics platform for restaurants, with cutting-edge digital Guest Relationship Management (a mighty GRM) that helps marketers and operators engage and maintain relationships with more guests, driving revenue and increasing marketing ROI.

THE GOTAB & FISHBOWL ADVANTAGE

The integration of GoTab with Fishbowl GRM offers a powerful combination for restaurant marketing and operations. GoTab's POS platform empowers consumers, while Fishbowl GRM connects and harmonizes guest data from any source to create comprehensive 360° profiles. This enriched data allows for precise audience segmentation and engagement through email, SMS, offers, loyalty programs, and more. Together, GoTab and Fishbowl GRM enable restaurants to enhance acquisition strategies, run compelling campaigns, and drive lifetime value, all while streamlining operations and improving the overall guest experience.

WITH GOTAB AND FISHBOWL, OPERATORS BENEFIT FROM:

Unified Guest Data
Connect all your guest data from any source, creating a centralized and comprehensive data repository.

Enhanced Guest Profiles
Harmonize and enrich guest information into detailed 360° profiles, enabling a deeper understanding of customer preferences.

Targeted Engagement
Segment audiences and engage them on their terms through personalized email campaigns, SMS messaging, exclusive offers, loyalty programs, and more, driving stronger connections and increased customer loyalty.

Learn more about the GoTab integration with Fishbowl, request a demo at gotab.com/integrations/fishbowl