

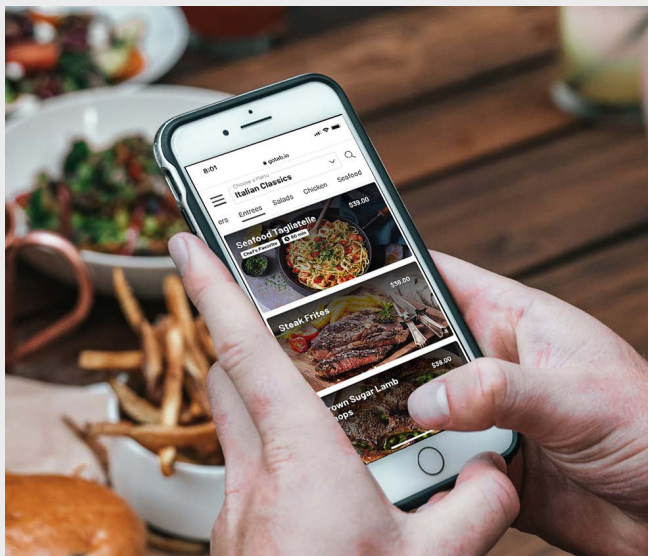


# Making The Connection Between Your POS and Marketing Platforms

With the GoTab integration within Klaviyo, operators can use first-party GoTab ordering data (i.e. name, email, viewed menus/products, average order totals, and more) in your marketing campaigns. Create custom segments based on event data like the # of items guests have ordered or viewed, VIP status, total order values, and more. From there, you can use Klaviyo to send highly-targeted emails and texts to these segments. Klaviyo and GoTab features work in tandem to help operators optimize their marketing efforts to the right audience.

## THE GOTAB ADVANTAGE

GoTab empowers consumers with contactless technology that puts them in control of their dining experience. GoTab operators run lean, profitable hospitality operations with easy-to-use restaurant commerce tools. With contactless ordering, contactless payment, and all-in-one POS, GoTab streamlines hospitality operations for consumers and operators.



## THE KLABIYO CUSTOMER PLATFORM

### Database

- Put your ideas into action fast with all your behavioral and performance data in one place, for use across all your marketing channels.

### Experiences

- Reach your customers with personalized messages and automatically trigger the right message at the right time based on dates, events, contact lists, and segments. Conditional splits, filters, and A/B tests help you target, optimize, and grow.
- Target messages using any combination of events, profile properties, predicted values, and any other customer data you've pulled into Klaviyo from GoTab.

### Learning

- Stay two steps ahead by forecasting customer lifetime value, churn risk, gender, optimal send time, and personalized product recommendations.
- Track your performance and spot areas for improvement, all on the same platform you use to store data and send messages.

**Learn more about the GoTab integration with Klaviyo, request a demo at [gotab.io/en/klaviyo](https://gotab.io/en/klaviyo)**