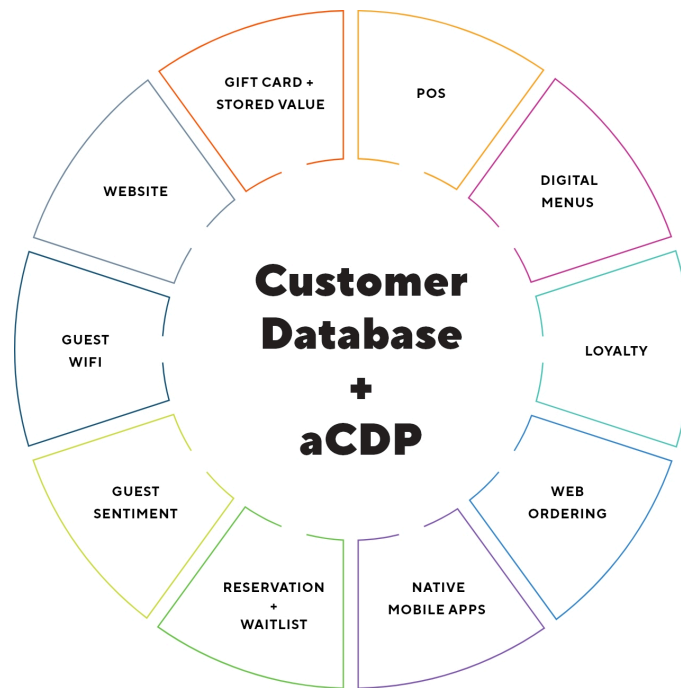


# The Milagro Restaurant Operating System



Discover Milagro, the all-in-one restaurant operating system that transforms your business by seamlessly integrating 15 essential applications into a centralized platform. With Milagro, we harness the power of unified data to create robust guest profiles, enabling targeted retention marketing in every guest interaction and transaction.

Milagro employs sophisticated marketing automation, leveraging the comprehensive guest profiles to automatically drive increased visit frequency and purchase amounts. Experience a minimum of 15% revenue growth as Milagro optimizes your restaurant's operations and supercharges customer engagement.

Elevate your restaurant management with Milagro, where efficiency meets personalized marketing for unparalleled revenue enhancement.

## Unlock Hidden Revenue

Most restaurants have not tapped its single greatest source of growth: Its existing customers. Unlock the power of Milagro as it transforms your restaurant into a

retention marketing powerhouse. By consolidating key restaurant ordering and interaction management applications within a centralized database Milagro seamlessly builds detailed guest profiles. Milagro's aCDP automatically references guest buying behavior and profitability to assign an automation segment. Real-time marketing automation entices more guests to return for additional visits and make additional purchases. All of this within one platform, one database and one technology partner. Reimagine your restaurant's growth trajectory with Milagro's transformative approach to customer engagement.

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**{We gathered over 13,000 guest profiles in the first 9 months at a single location. And we could identify our most valuable customers instantly. }**

*-Northpoint Cafe*

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### The Typical Restaurant

In a typical restaurant, 70% of guests only visit one-time, never to return for a second visit. Meanwhile 90% of restaurant marketing budgets are spent on acquisition marketing.

In other words, while the restaurant's problem is guest retention, the majority of budgets are allocated to acquisition.

Why is this the case? Technology.

A typical restaurant stack consists of many best-in-breed solutions integrated into a POS system. The POS system serves as the central source of truth. The problem is that the POS system captures anonymous transactions instead of building rich guest profiles. The majority of the POS systems in-market today are legacy solutions that treat the transaction as the center of the universe. In a digital world this causes major complications.

In order to survive an average restaurant requires 8-15 applications to capture the complete guest experience. Apps like POS, web ordering, mobile app, sentiment management, loyalty, reservations and waitlist management. All of these apps, each with its own database, are integrated via API and connected further with Customer Data Platform and Marketing Automation. All of this technology just to reach less than 40% of guests with personalized marketing and guesstimate individual guest profitability and ROI.

### Build Your Own Path

All-in-one does not mean all-or-none. Milagro can work within many restaurant tech stacks. Restaurants can build a migration path that meets today's needs and tomorrow's ambitions. For example, migrate to POS today and add Milagro applications in the future, increasing the depth of customer profiles and effectiveness of marketing automation.

**SPRING-CREEK**  
**BARBEQUE**

**Mexican Inn**

C A F E



Some Examples of Milagro Benefits:

- Measurable growth through automation
- 100% Customer-Vendor KPI alignment: Top Line Growth
- More visits from happy customers
- Marketing campaigns with quantifiable ROI and profitability
- Actionable customer segmentations
- Reduced reliance on acquisition marketing
- More personalized in-store and digital guest experiences
- Experience-based loyalty programs instead of pure discounting programs
- Greater Simplicity- One vendor to replace many

To schedule a meeting with sales please reach out to: [chatwith@milagrocorp.com](mailto:chatwith@milagrocorp.com)

To try a feature-rich Milagro restaurant website: <https://milagrocorp.co/>