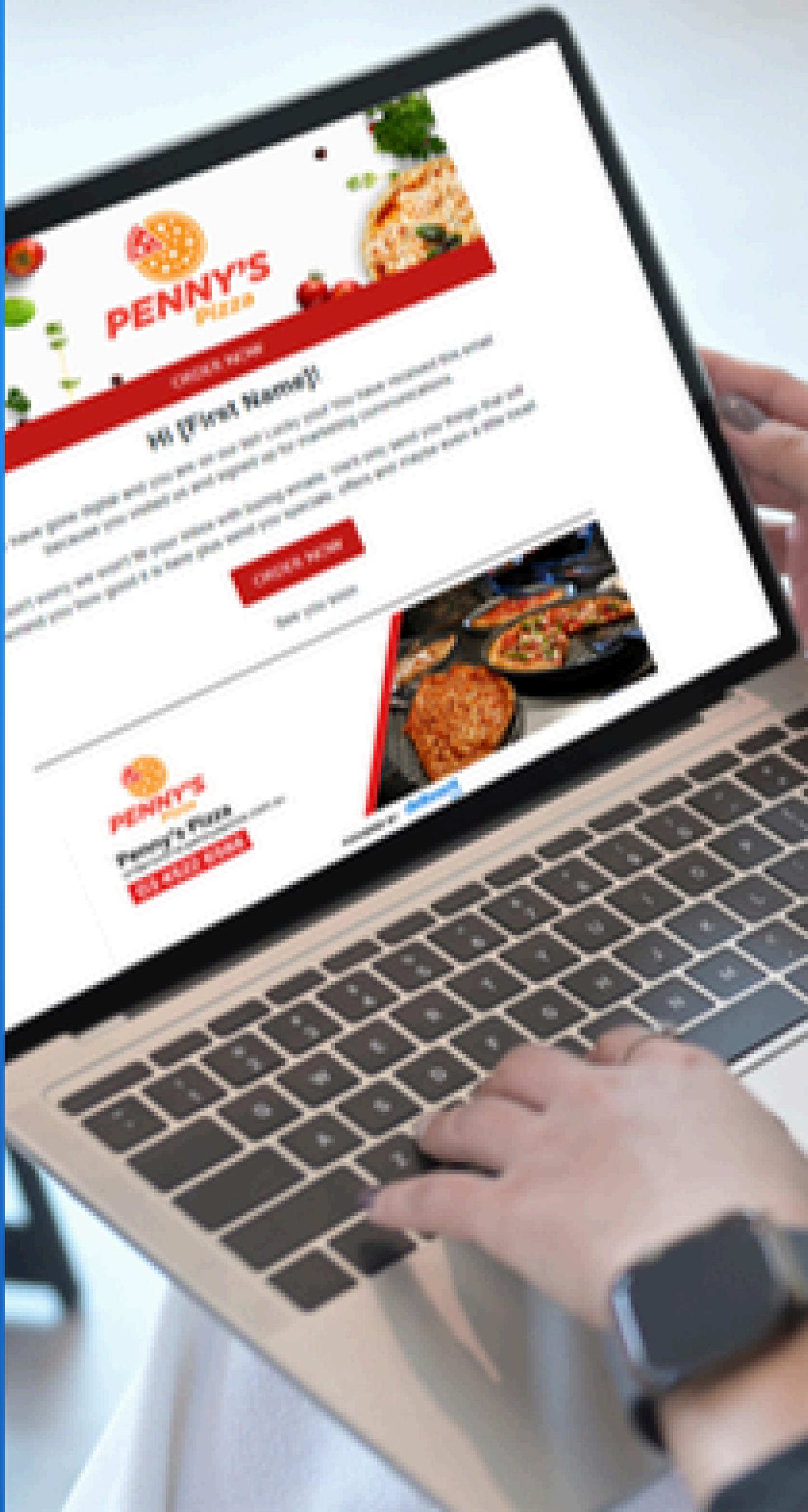


# Automated Marketing Program

The Automated Marketing Program drives customer loyalty and boosts revenue on autopilot.

With smart, event-driven campaigns and churn-reduction strategies, you stay top of mind, bringing back lost customers, driving more frequent orders, and keeping your regulars loyal to your brand.

[Start Trial](#)



## AMP Email Automations List 2026

NOTE: You'll be automatically included in all automations, but we'll only activate those that match the maximum discount you provide on the registration form.

### WELCOME CAMPAIGN

- Sent 1 Day after account creation date
- Lets customers know that they're on your marketing list, asks them to update their details so they can receive a gift on their birthday.

### GOOGLE REVIEW CAMPAIGN

- Sent 1 Day after a customers *first* and *tenth* order
- Ask customers to leave a google review and let you know how you can continue to improve

### 2ND ORDER CAMPAIGN

Designed to get customers to return for a 2<sup>nd</sup> order

Discounts offered are as follows:

1. 10% off orders \$30+ (sent after 4 weeks)
2. 15% off orders \$40+ (sent after 8 weeks)
3. 20% off orders \$50+ (sent after 12 weeks)

Promotion Terms

- Discount valid for 7 days from send date

### LOST CUSTOMER CAMPAIGN

Designed to win back lost customers

Discounts offered are as follows:

- 10% off orders \$30+ (sent after 4 weeks)
- 15% off orders \$40+ (sent after 8 weeks)
- 20% off orders \$50+ (sent after 12 weeks)

Promotion Terms

- Discount valid for 7 days from send date

### REFERRAL CAMPAIGN

Designed to increase orders and generate referrals

Discounts offered are as follows:

1. 10% off orders \$30+ (for the customer)
2. 10% off orders \$30+ (for their friends)

Promotion Terms

- Discount valid for 7 days from send date

### BIRTHDAY CAMPAIGN

Designed to increase customer loyalty

Discounts offered are as follows:

1. Free item with orders \$30+

Promotion Terms

- Stores decide which free item to offer
- Discount valid for 7 days from send date

### LOYALTY CAMPAIGN

Designed to remind customers to keep ordering to earn loyalty stamps and rewards

- Integrated with your online order loyalty program
- Reminders sent when one more stamp is needed, when a reward is ready and before points expire

*Discount codes can not be applied to deals. Promotions are only valid online or through apps. Reminder emails are sent out before expiry for vouchers that are not redeemed.*

## AMP Email Automations List 2026

NOTE: You'll be automatically included in all automations, but we'll only activate those that match the maximum discount you provide on the registration form.

### EVENT CAMPAIGNS

Designed to remind customers to order around key events. Discount Offered: 10% off orders \$50+

- **Jan 24th** - Australia Day (2 days early)
- **Feb 9th** - Super Bowl Final
- **Feb 14th** - Valentines Day
- **March 17th** - Saint Patrick's Day
- **April 1st** - Easter (2 days early)
- **May 10th** - Mother's Day
- **June 6th** - Kings Birthday (2 days early)
- **June 14th** - Sunday Night Football (AFL)
- **July 8th** - State Of Origin Match 3
- **August 16th** - Sunday Night Football (AFL)
- **September 6th** - Fathers Day
- **September 26th** - AFL Grand Final
- **October 4th** - NRL Grand Final
- **November 1st** - Melbourne Cup Day (2 days early)
- **November 27th** - Black Friday
- **December 23rd** - Christmas

### TAKEOUT TUESDAY CAMPAIGNS

Designed to increase mid-week orders on a Tuesday. Discount Offered: 10% off orders \$30+

- **Jan 27th**
- **Feb 24th**
- **March 24th**
- **April 14th**
- **May 19th**
- **June 23rd**
- **July 14th**
- **August 4th**
- **September 15th**
- **October 13th**
- **November 10th**
- **December 8th**

### MIDWEEK TREAT CAMPAIGNS

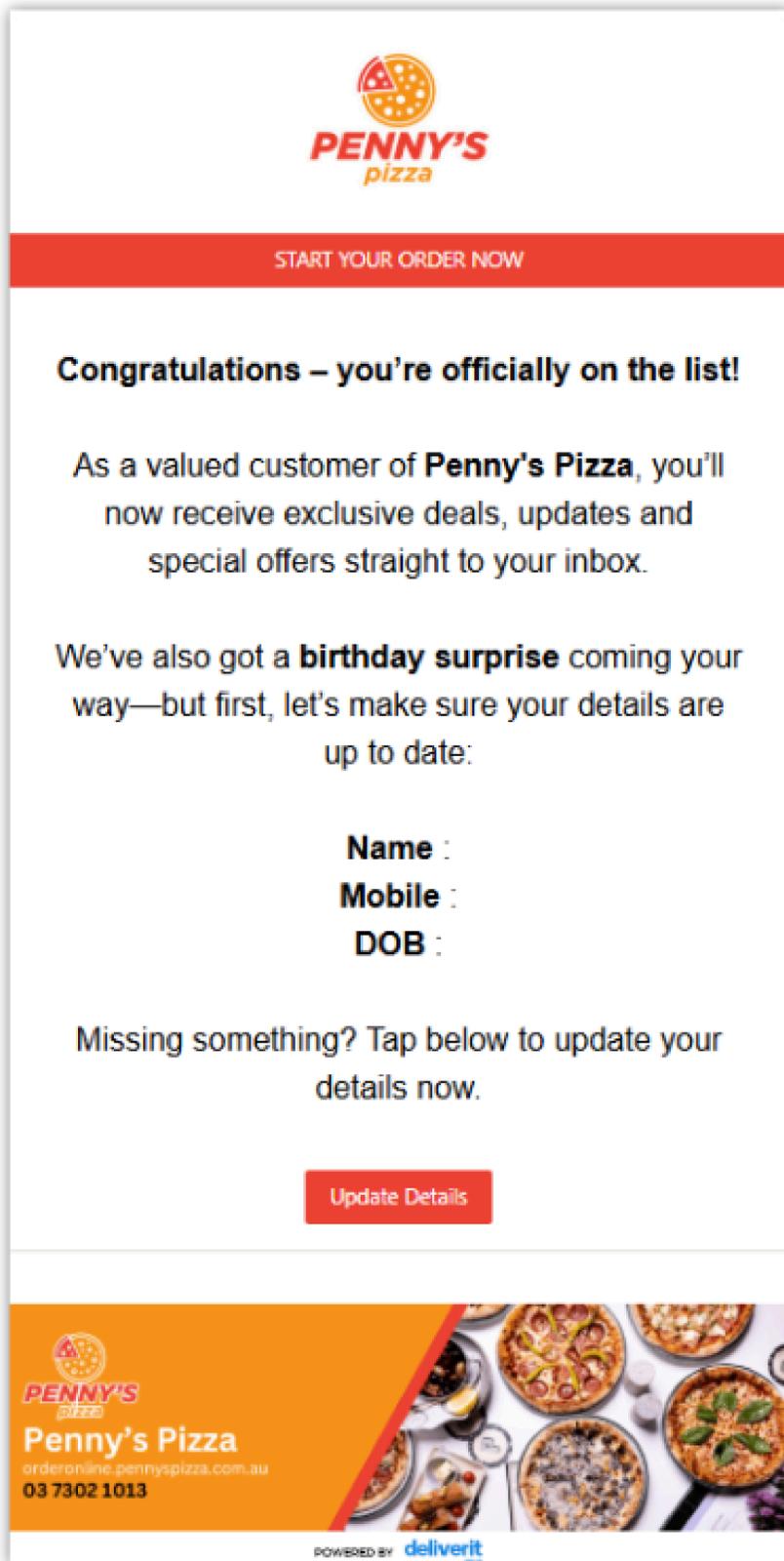
Designed to increase mid-week orders on a Wednesday. Discount Offered: 15% off orders \$40+

- **Jan 7th**
- **Feb 4th**
- **March 11th**
- **April 29th**
- **May 27th**
- **June 17th**
- **July 22nd**
- **August 26th**
- **September 23rd**
- **October 21st**
- **November 18th**
- **December 16th**

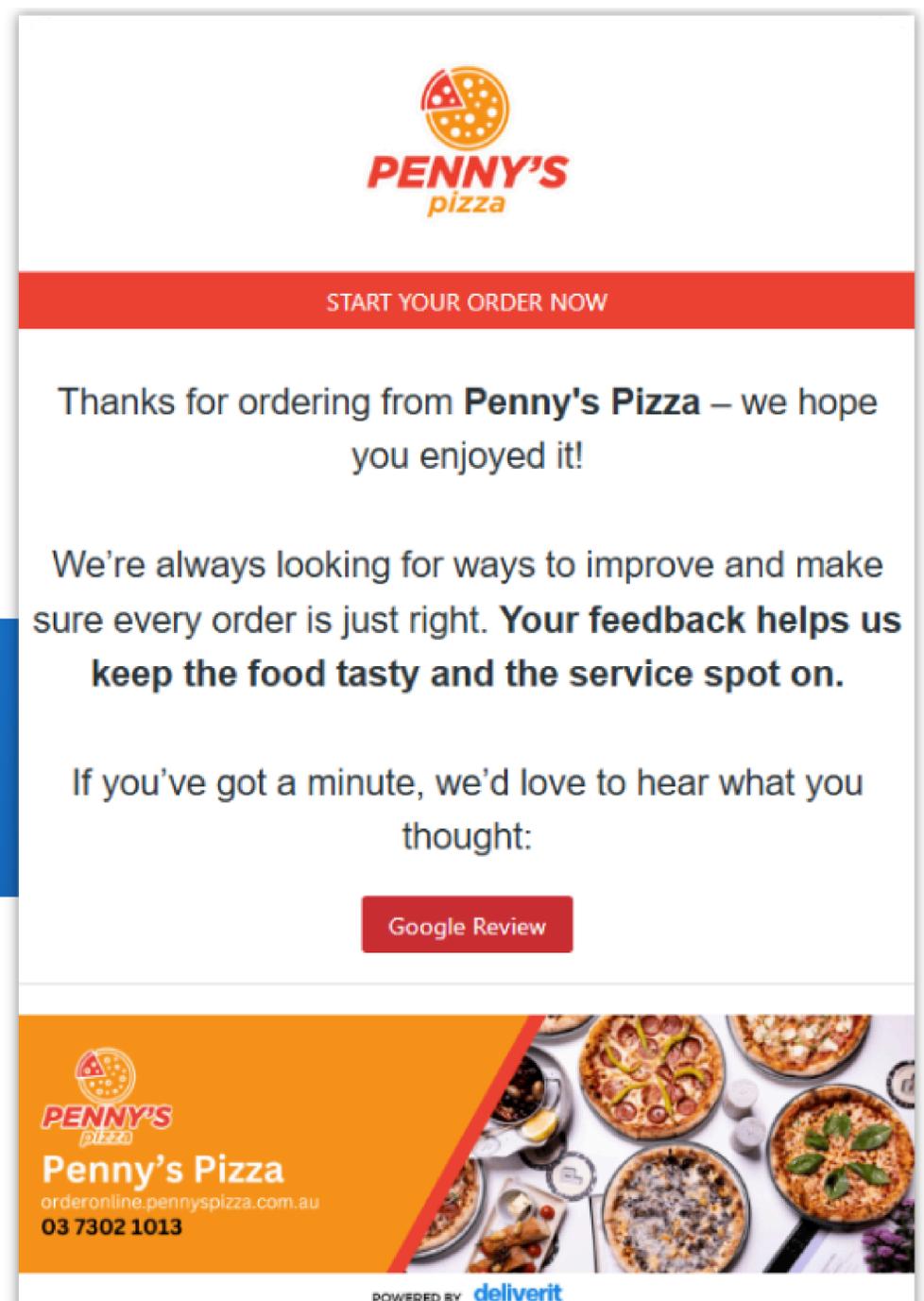
### ADDITIONAL BENEFITS OF PARTICIPATING IN AMP

- ✓ **Free Basic Design Work:** Includes social media graphics, website pop-ups, and flyers.
- ✓ **Discounted SMS Rates:** At just 6c per message to connect with your customers cost-effectively.
- ✓ **Free Google Review SMS:** Get more positive google reviews from customers with sms reminders
- ✓ **Bonus Emails:** Get additional one-time emails crafted by our team to keep customers engaged.

# Automated Email Campaigns Preview



## Welcome Campaign



## Google Review Campaign



START YOUR ORDER NOW

We hope you loved your recent order from **Penny's Pizza!**

We'd love to be your go-to for great food, so here's **10% off when you spend \$30+** on your next order.

Take the night off and let us take care of dinner.



HERE'S A VOUCHER JUST FOR YOU

**GET 10% OFF**  
WHEN YOU SPEND \$30+

Use Code **FCJ7 - TJ4V**

**ORDER NOW**

**Terms & Conditions:**  
Offer expires 7 days from 10/07/2025  
Voucher code must be entered at checkout to redeem.  
Valid for online orders only. Log in or sign up to apply the code.  
Not valid on any Deals or Combos. Cannot be used with other promo codes.



**Penny's Pizza**  
orderonline.pennyspizza.com.au  
03 7302 1013

POWERED BY deliverit

## Get a 2<sup>nd</sup> Order Campaign



START YOUR ORDER NOW

We've got something just for you—**10% off when you spend \$30 or more on your next order.**

And if you use it? We'll send you another voucher to **share with a friend, family member or co-worker for their first online order.**

It's our way of saying thanks—and helping you share something great.



HERE'S A VOUCHER JUST FOR YOU

**GET 10% OFF**  
WHEN YOU SPEND \$30+

Use Code **8H28 - NDGX**

**ORDER NOW**

**Terms & Conditions:**  
Offer expires 7 days from 10/07/2025  
Voucher code must be entered at checkout to redeem.  
Valid for online orders only. Log in or sign up to apply the code.  
Not valid on any Deals or Combos. Cannot be used with other promo codes.



**Penny's Pizza**  
orderonline.pennyspizza.com.au  
03 7302 1013

POWERED BY deliverit

## Referral Campaign

## Lost Customers Campaign



START YOUR ORDER NOW

We've got something to make your next order even better.

Spend \$30 or more and enjoy a little extra on us.

Just use the code below when you're ready to order your favourites from Penny's Pizza.



HERE'S A VOUCHER JUST FOR YOU

**GET 10% OFF**

WHEN YOU SPEND \$30+

Use Code **BSSC - 6H3C**

**ORDER NOW**

**Terms & Conditions:**  
Offer expires 7 days from 17/07/2025  
Voucher code must be entered at checkout to redeem.  
Valid for online orders only. Log in or sign up to apply the code.  
Not valid on any Deals or Combos. Cannot be used with other promo codes.



Penny's Pizza  
orderonline.pennyspizza.com.au  
03 7302 1013

POWERED BY deliverit



START YOUR ORDER NOW

We heard that it's your birthday – and we've got a little something just for you! 🎂

To help you celebrate, we're giving you a Birthday Gift!

What is it? *That's a surprise...* 😊

Just spend \$30 or more and enter your special code at checkout to unwrap it.



CELEBRATE YOUR BIRTHDAY WITH A FREE

**BDAY GIFT**

WHEN YOU SPEND \$30+

Use Code **55N5 - ZGZT**

**ORDER NOW**

**Terms & Conditions:**  
Offer expires 7 days from 25/07/2025  
Voucher code must be entered at checkout to redeem.  
Valid for online orders only. Log in or sign up to apply the code.  
Not valid on any Deals or Combos. Cannot be used with other promo codes.



Penny's Pizza  
orderonline.pennyspizza.com.au  
03 7302 1013

POWERED BY deliverit

## Birthday Campaign



**START YOUR ORDER NOW**

Footy's on and dinner's sorted this Sunday night.

**Get 10% off your order when you spend \$50 or more at Penny's Pizza.**

The perfect play, even if your team's not winning.



HERE'S A VOUCHER JUST FOR YOU  
**GET 10% OFF**  
WHEN YOU SPEND \$50+

Use Code **WQQW - 3RB5**

**ORDER NOW**

**Terms & Conditions:**  
Offer expires 48 hours from 17/07/2025 2:39 PM  
Voucher code must be entered at checkout to redeem.  
Valid for online orders only. Log in or sign up to apply the code.  
Not valid on any Deals or Combos. Cannot be used with other promo codes.



**Penny's Pizza**  
orderonline.pennyspizza.com.au  
03 7302 1013

POWERED BY **deliverit**

## Event Campaigns



**START YOUR ORDER NOW**

Take a night off from cooking—it's **Takeout Tuesday!**

**Get 10% off when you spend \$30 or more, only this Tuesday at Penny's Pizza.**

Easy, tasty, and delivered to your door. What more could you want?



**TAKE OUT TUESDAY EXCLUSIVE!**  
**GET 10% OFF**  
WHEN YOU SPEND \$30+

Use Code **SLXY - KN5Y**

**ORDER NOW**

**Terms & Conditions:**  
Offer expires 24 hours from 17/07/2025 2:47 PM  
Voucher code must be entered at checkout to redeem.  
Valid for online orders only. Log in or sign up to apply the code.  
Not valid on any Deals or Combos. Cannot be used with other promo codes.



**Penny's Pizza**  
orderonline.pennyspizza.com.au  
03 7302 1013

POWERED BY **deliverit**

## Takeout Tuesday

# Midweek Treat



START YOUR ORDER NOW

Midweek's calling for something tasty, and we've got the answer!

Get **15% off** when you spend **\$40 or more**, only this Wednesday at Penny's Pizza.

No cooking, no hassle, just good food. What more could you want?



MIDWEEK TREAT EXCLUSIVE!

**GET 15% OFF**  
WHEN YOU SPEND \$40+

Use Code

X 1 2 3 - Y 4 5 6

ORDER NOW

**Terms & Conditions:**

Offer expires 24 hours from [Send time (DDMM/YYYY HHMM AMPM)]

Voucher code must be entered at checkout to redeem.

Valid for online orders only. Log in or sign up to apply the code.

Not valid on any Deals or Combos. Cannot be used with other promo codes.



Penny's Pizza

orderonline.pennyspizza.com.au

03 7302 1013

POWERED BY deliverit