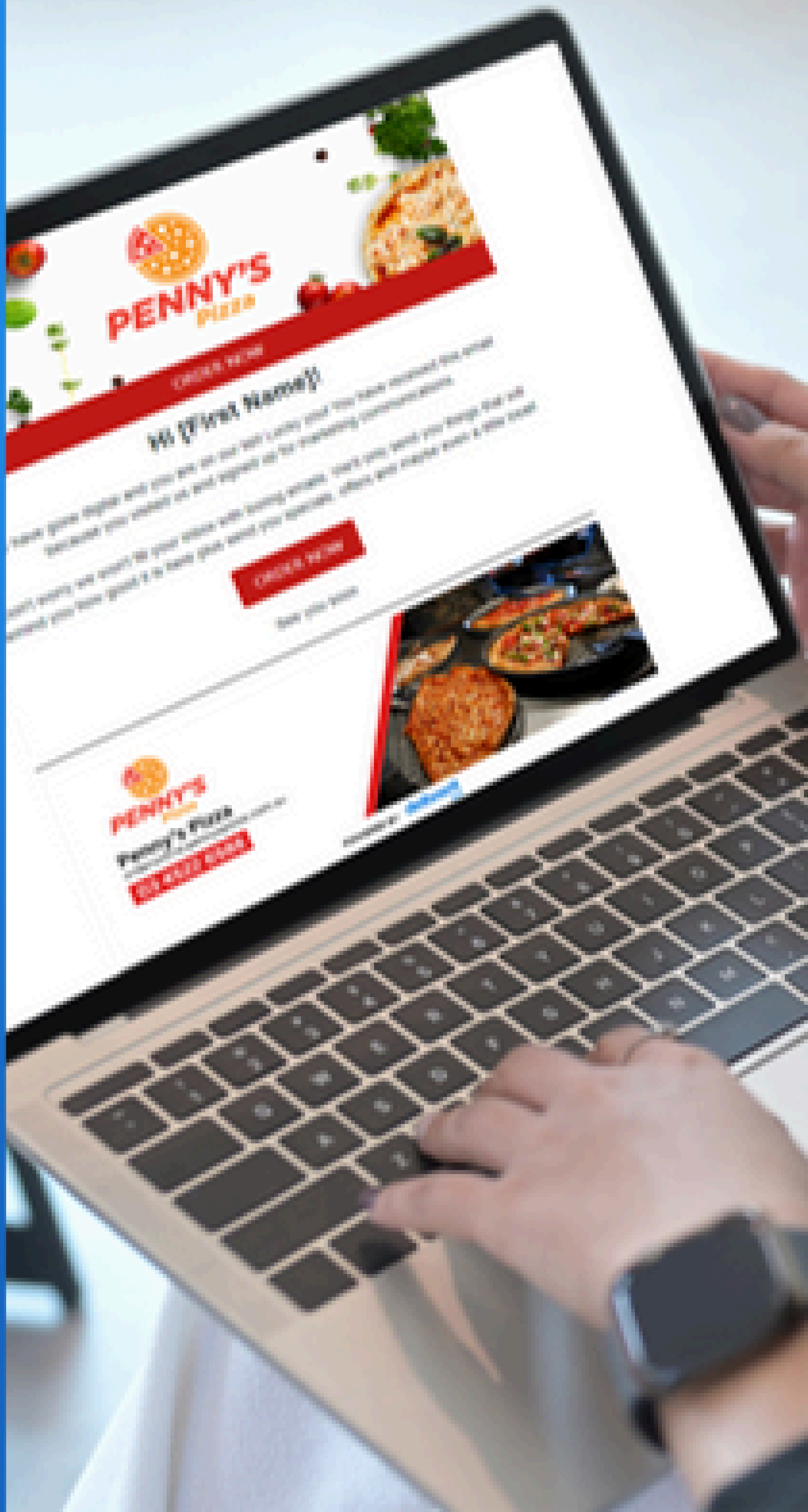


Automated Marketing Program

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 Automations List 2025

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 2nd 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 (COMING SOON!)

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 Automations List 2025

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 keep ordering to earn loyalty stamps and rewards

Discount Offered: 10% off orders \$50+

- **Jan 26th** - Australia Day
- **Feb 9th** - Super Bowl Final
- **Feb 14th** - Valentines Day
- **March 17th** - Saint Patrick's Day
- **April 16th** - Easter (early)
- **May 11th** - Mother's Day
- **June 7th** - Kings Birthday (2 days early)
- **June 15th** - Sunday Night Football (AFL)
- **July 9th** - State Of Origin Match 3
- **August 17th** - Sunday Night Football (AFL)
- **September 7th** - Fathers Day
- **September 27th** - AFL Grand Final
- **October 5th** - NRL Grand Final
- **November 2nd** - Melbourne Cup Day (2 days early)
- **November 28th** - Black Friday
- **December 23rd** - Christmas

TAKEOUT TUESDAY CAMPAIGNS

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

- **Feb 25th**
- **March 25th**
- **April 22nd**
- **May 27th**
- **June 24th**
- **July 22nd**
- **August 5th**
- **September 16th**
- **October 28th**
- **November 18th**
- **December 9th**

MIDWEEK TREAT CAMPAIGNS


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

- **August 27th**
- **September 10th**
- **October 15th**
- **November 12th**
- **December 17th**

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.
- ✓ **Bonus Emails:** Get additional one-time emails crafted by our team to keep customers engaged.

Did you know? Most customers who receive AMP emails place full-price orders without using discounts, so you retain more profit on these sales.




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.



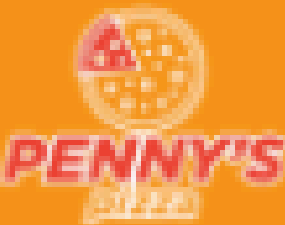
HERE'S A VOUCHER JUST FOR YOU
GET 10% OFF
WHEN YOU SPEND \$30+


Use Code


F C J 7 - T J 4 V

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 

Welcome Campaign



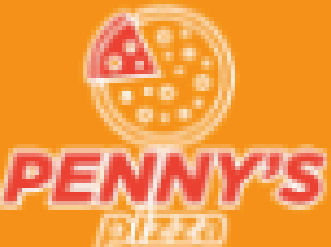
START YOUR ORDER NOW


Thanks for ordering from **Penny's Pizza** – we hope you enjoyed it!


We're always looking for ways to improve and make sure every order is just right. **Your feedback helps us keep the food tasty and the service spot on.**

If you've got a minute, we'd love to hear what you thought:


Google Review

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



POWERED BY 

Google Review Campaign



START YOUR ORDER NOW

Congratulations – you’re officially on the list!

As a valued customer of **Penny’s Pizza**, you’ll now receive exclusive deals, updates and special offers straight to your inbox.

We’ve also got a **birthday surprise** coming your way—but first, let’s make sure your details are up to date:

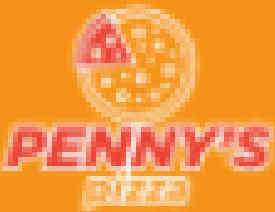
Name :

Mobile :


DOB :


Missing something? Tap below to update your details now.

Update Details




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



POWERED BY 

Get a 2nd 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

8 H 2 8 - N D G X

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 

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.



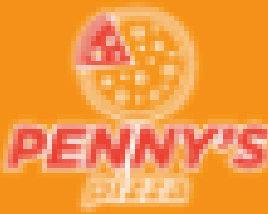
HERE'S A VOUCHER JUST FOR YOU
GET 10% OFF
WHEN YOU SPEND \$30+


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 




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.



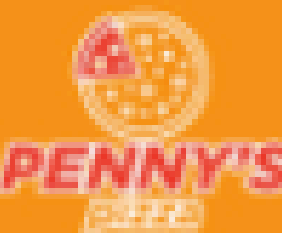
CELEBRATE YOUR BIRTHDAY WITH A FREE
BDAY GIFT
WHEN YOU SPEND \$30+


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 

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

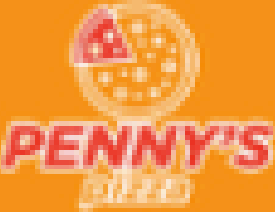
Terms & Conditions:

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



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

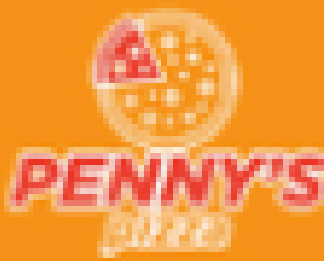
Terms & Conditions:

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




Takeout Tuesday

Automated Marketing Program

Examples of
automations
available on the
program

Midweek Treat

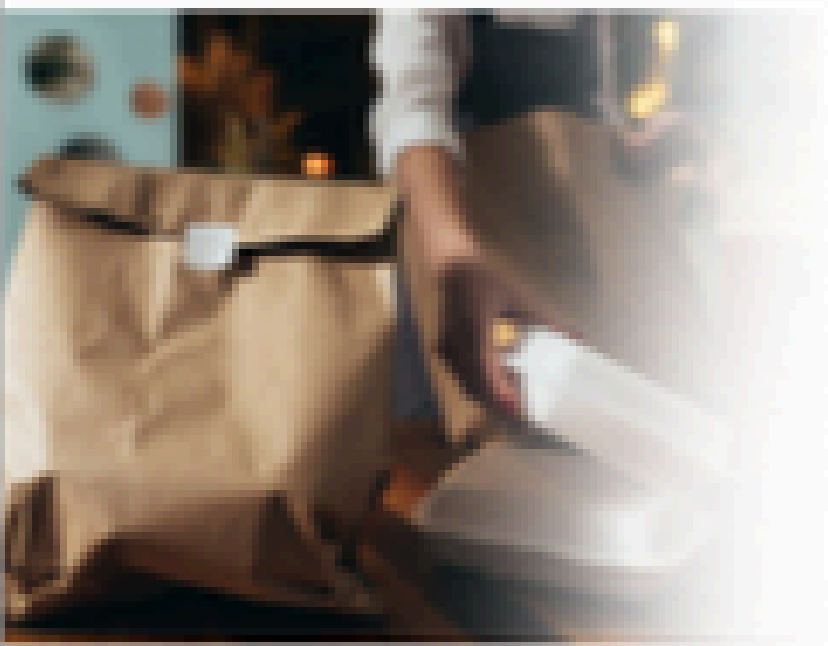


START YOUR ORDER NOW

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

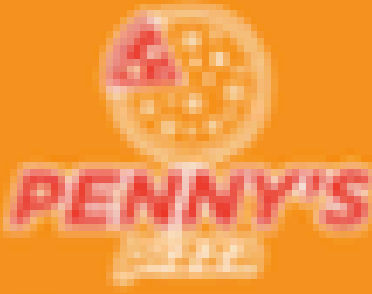
Terms & Conditions:

Offer expires 24 hours from [Send time (DD/MM/YYYY HH:MM AM/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