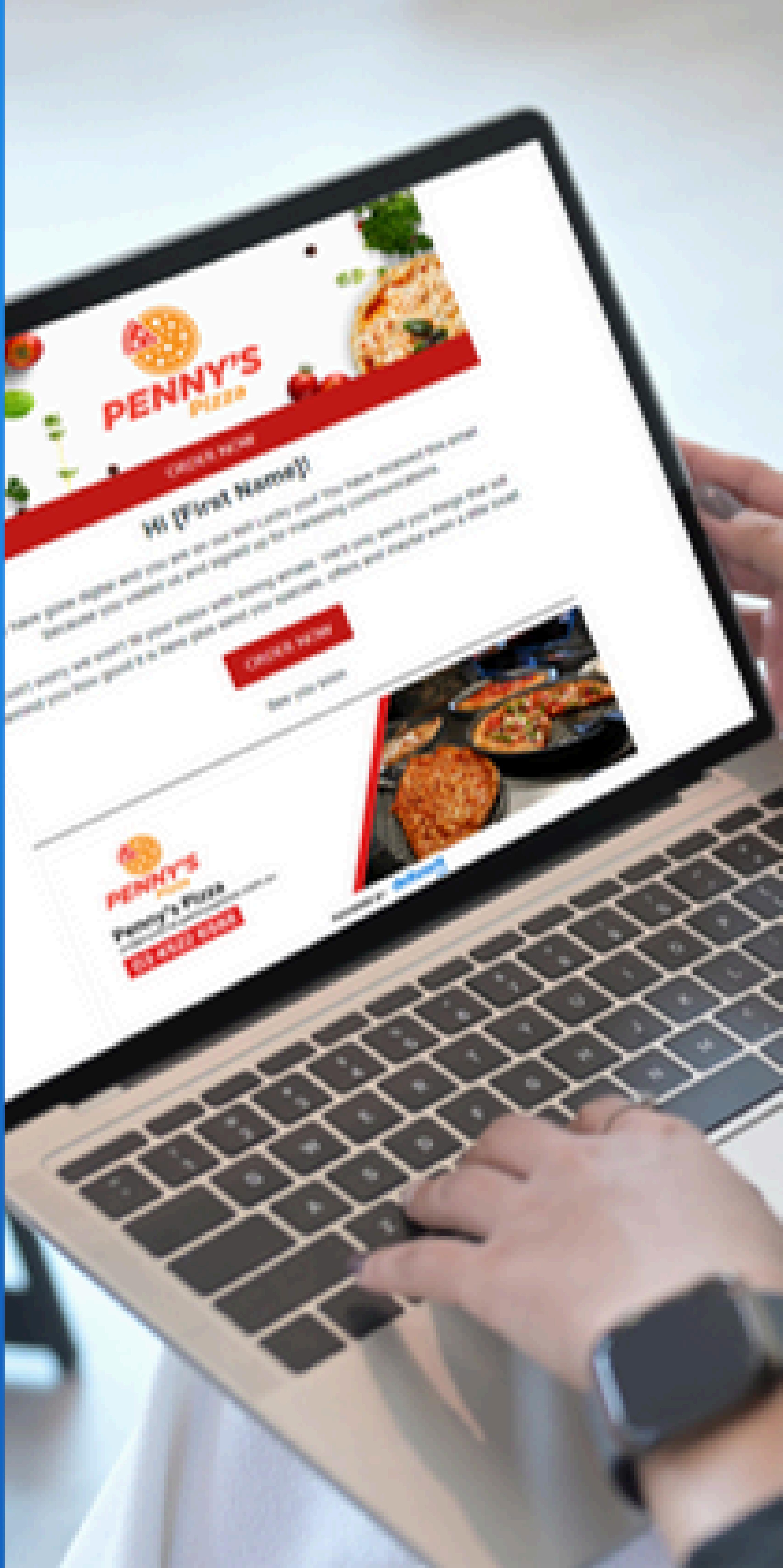


Automated Marketing Program

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](#)



Automated Marketing Program

Comprehensive Outline of each Promotional Offer

deliverit
COLIO

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.

Automated Marketing Program

Comprehensive Outline of each Promotional Offer

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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**

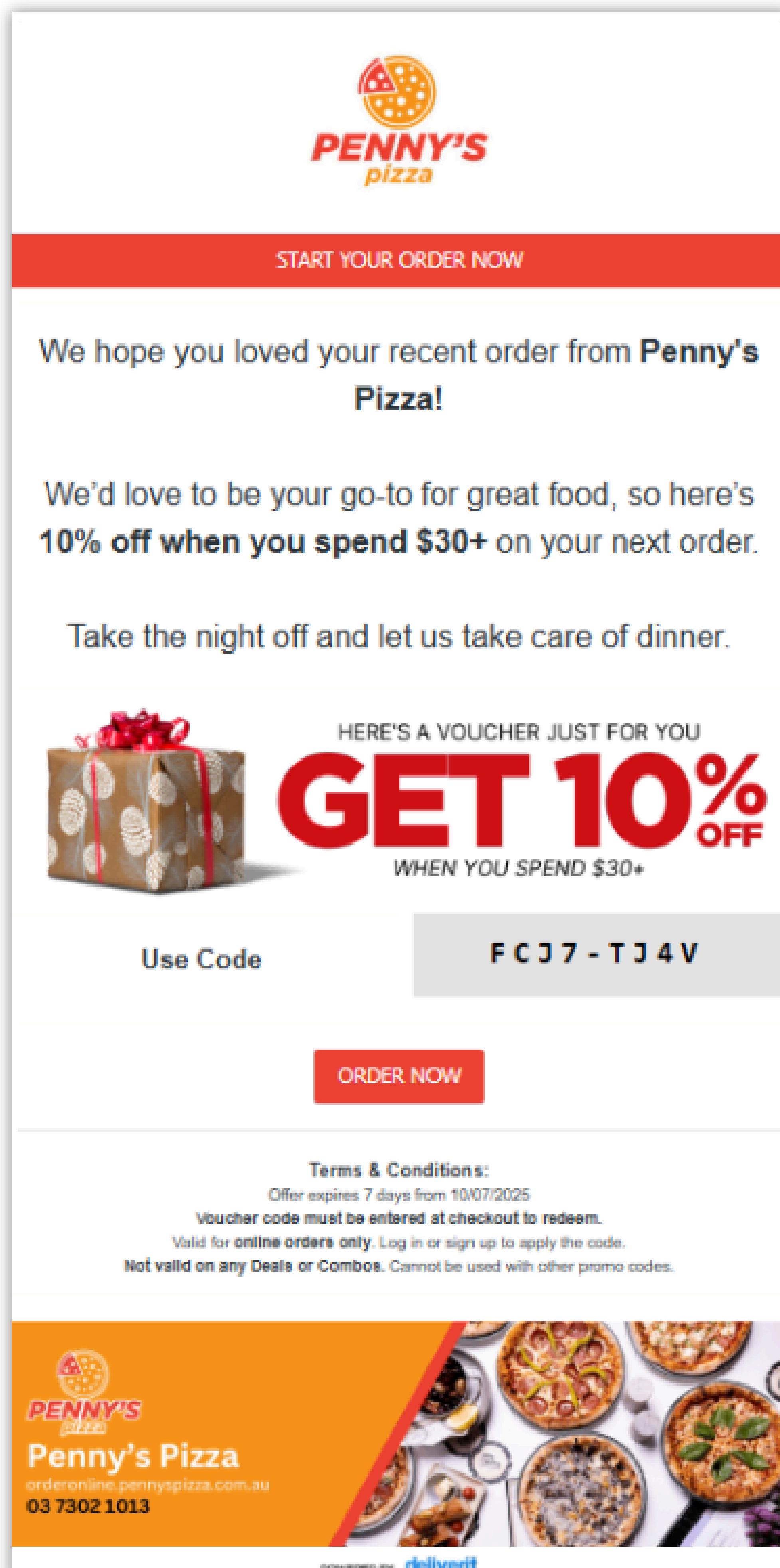
ADDITIONAL BENEFITS OF PARTICIPATING IN AMP

- ✓ **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.

Automated Marketing Program

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PENNY'S pizza

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

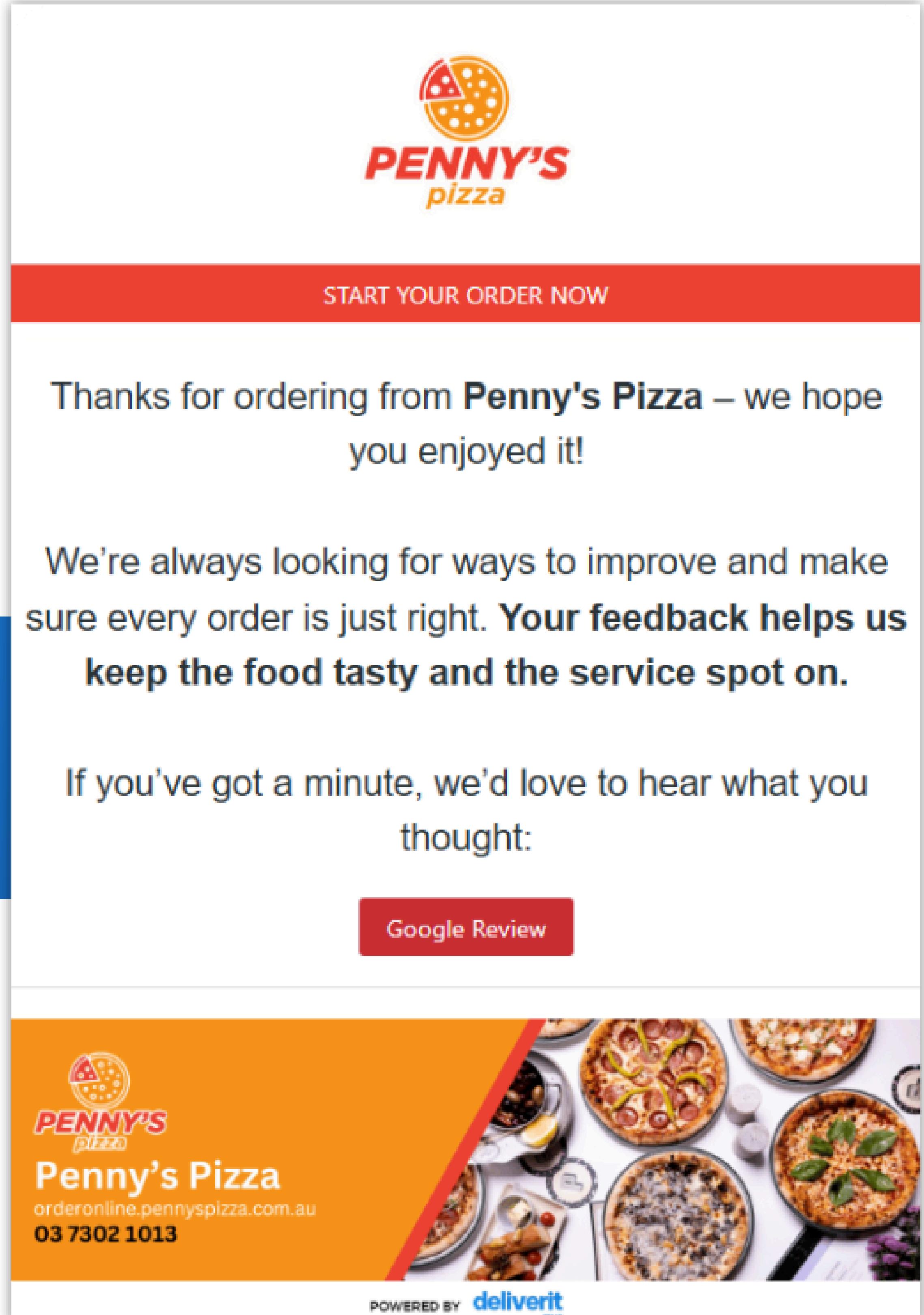
Terms & Conditions:
Offer expires 7 days from 10/07/2025.
Voucher code must be entered at checkout to redeem.
Valid for online orders only. Log in or sign up to apply the code.
Not valid on any Deals or Combos. Cannot be used with other promo codes.

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

POWERED BY **deliverit**

Welcome Campaign

Google Review Campaign



PENNY'S pizza

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:

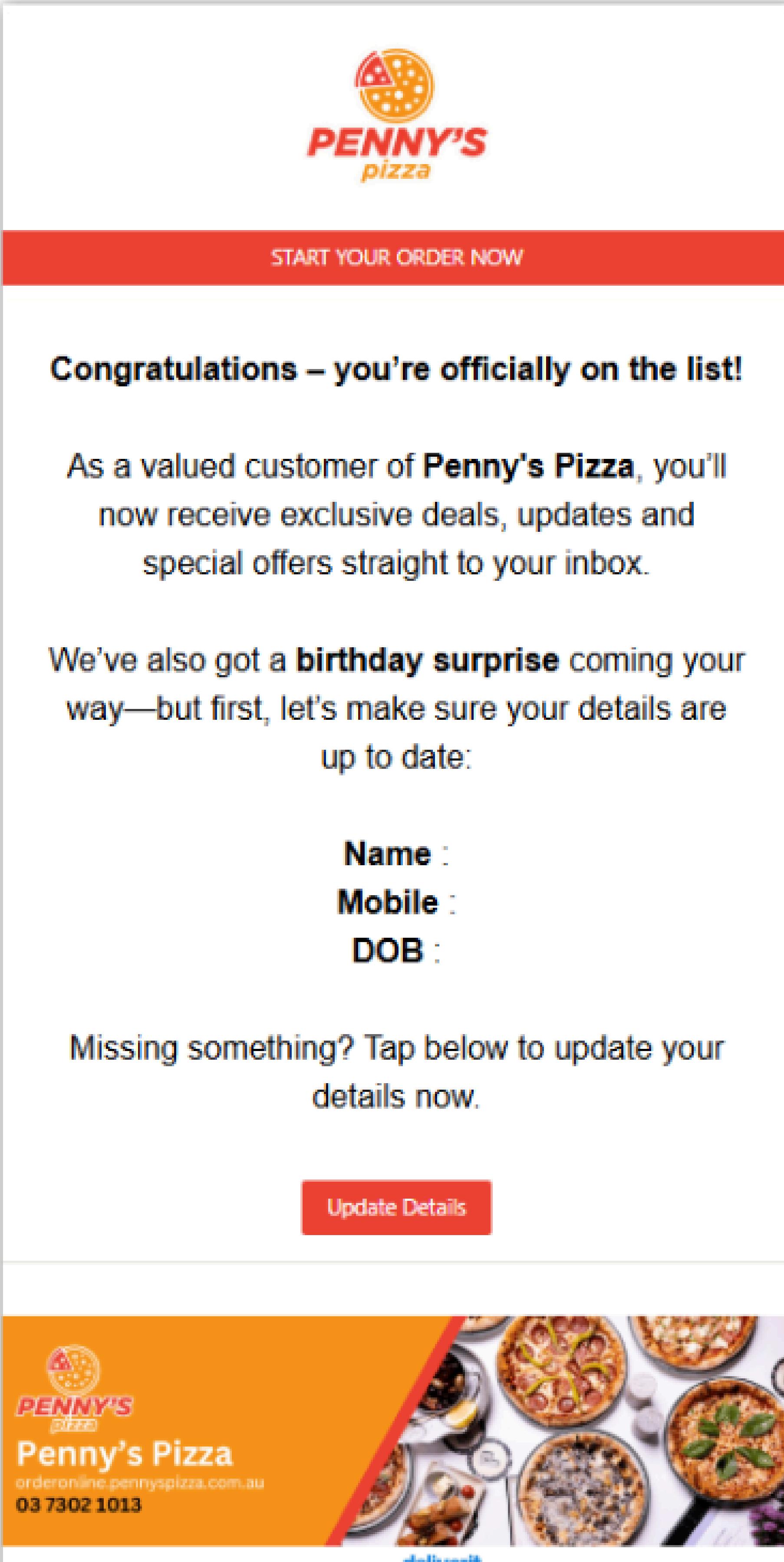
Google Review

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

POWERED BY **deliverit**

Automated Marketing Program

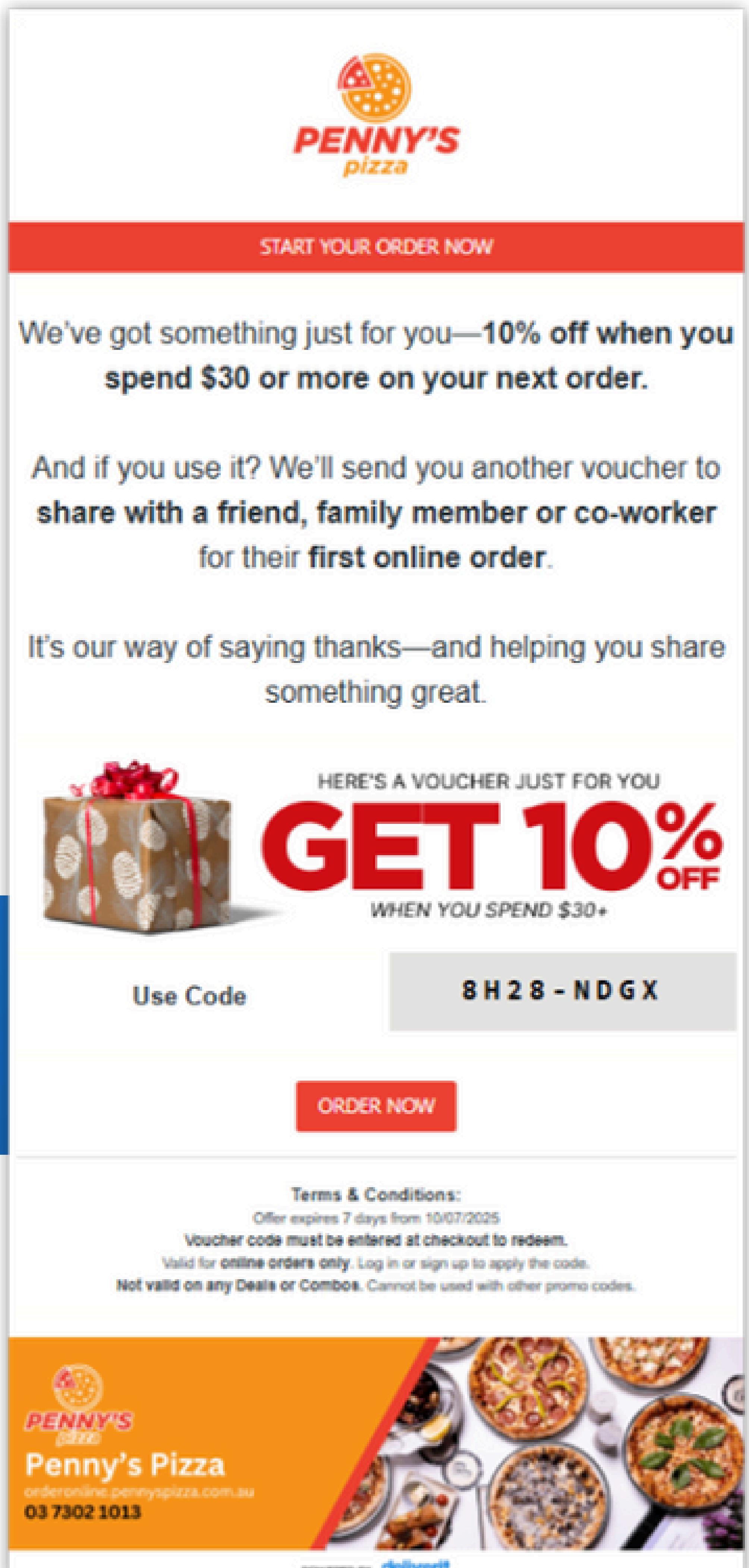
deliverit
COOLIO



The image shows a mobile application interface for Penny's Pizza. At the top is the Penny's Pizza logo. Below it is a red button labeled "START YOUR ORDER NOW". The main content area starts with the text "Congratulations – you're officially on the list!". Below this, it says "As a valued customer of Penny's Pizza, you'll now receive exclusive deals, updates and special offers straight to your inbox." Further down, it mentions a "birthday surprise" and encourages users to update their details. There are fields for "Name", "Mobile", and "DOB". A red "Update Details" button is located below these fields. At the bottom, there is a yellow banner with the Penny's Pizza logo, the text "Penny's Pizza", the website "orderonline.pennyspizza.com.au", the phone number "03 7302 1013", and the text "POWERED BY deliverit".

Referral Campaign

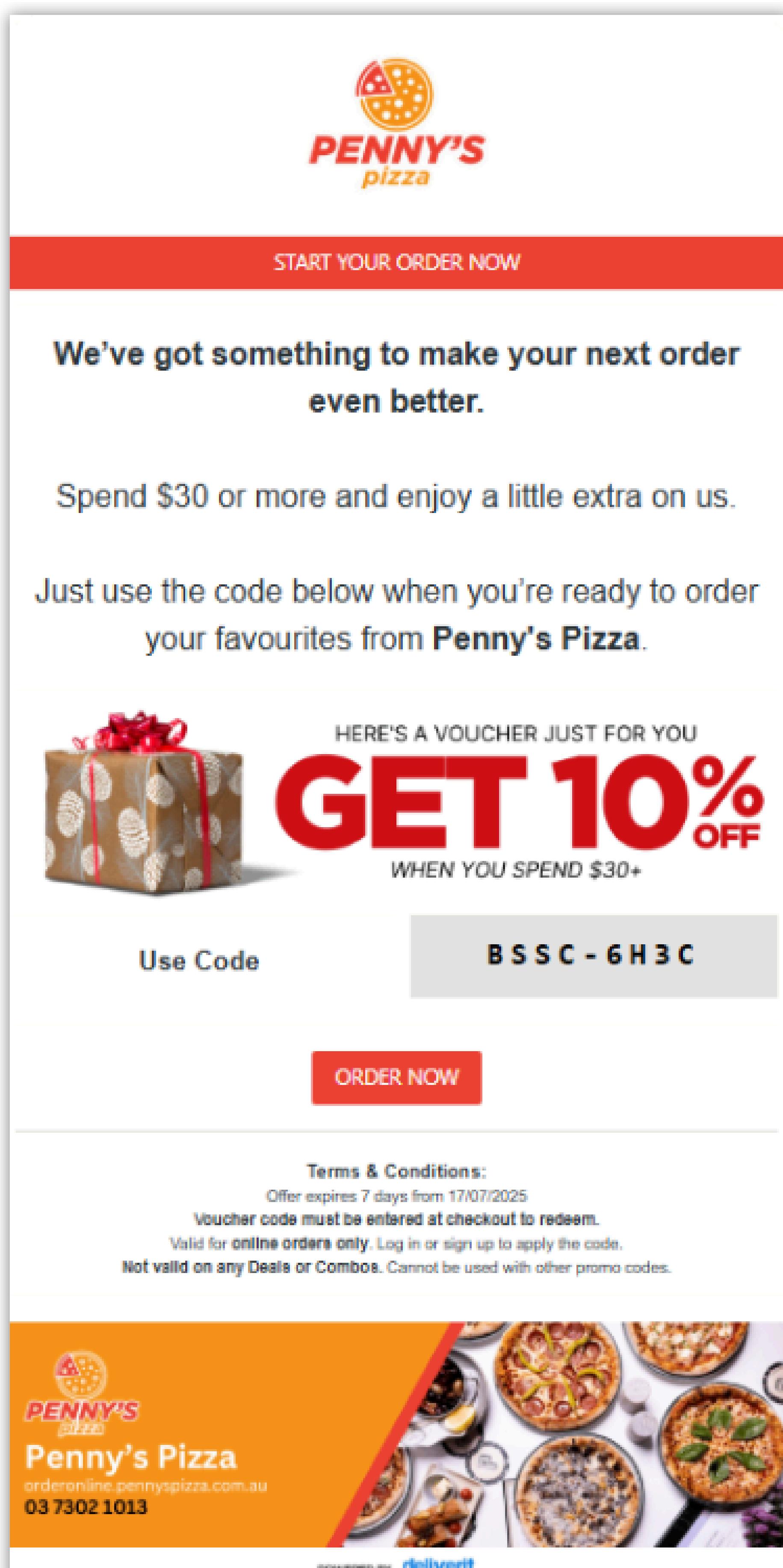
Get a 2nd Order Campaign



The image shows a promotional offer for Penny's Pizza. At the top is the Penny's Pizza logo. Below it is a red button labeled "START YOUR ORDER NOW". The main content area starts with the text "We've got something just for you—10% off when you spend \$30 or more on your next order." Below this, it says "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." Further down, it mentions "It's our way of saying thanks—and helping you share something great." At the bottom, there is a gift box icon with the text "HERE'S A VOUCHER JUST FOR YOU" and "GET 10% OFF WHEN YOU SPEND \$30+". There is a "Use Code" field containing "8H28-NDGX" and a red "ORDER NOW" button. At the very bottom, there is a yellow banner with the Penny's Pizza logo, the text "Penny's Pizza", the website "orderonline.pennyspizza.com.au", the phone number "03 7302 1013", and the text "POWERED BY deliverit".

Automated Marketing Program

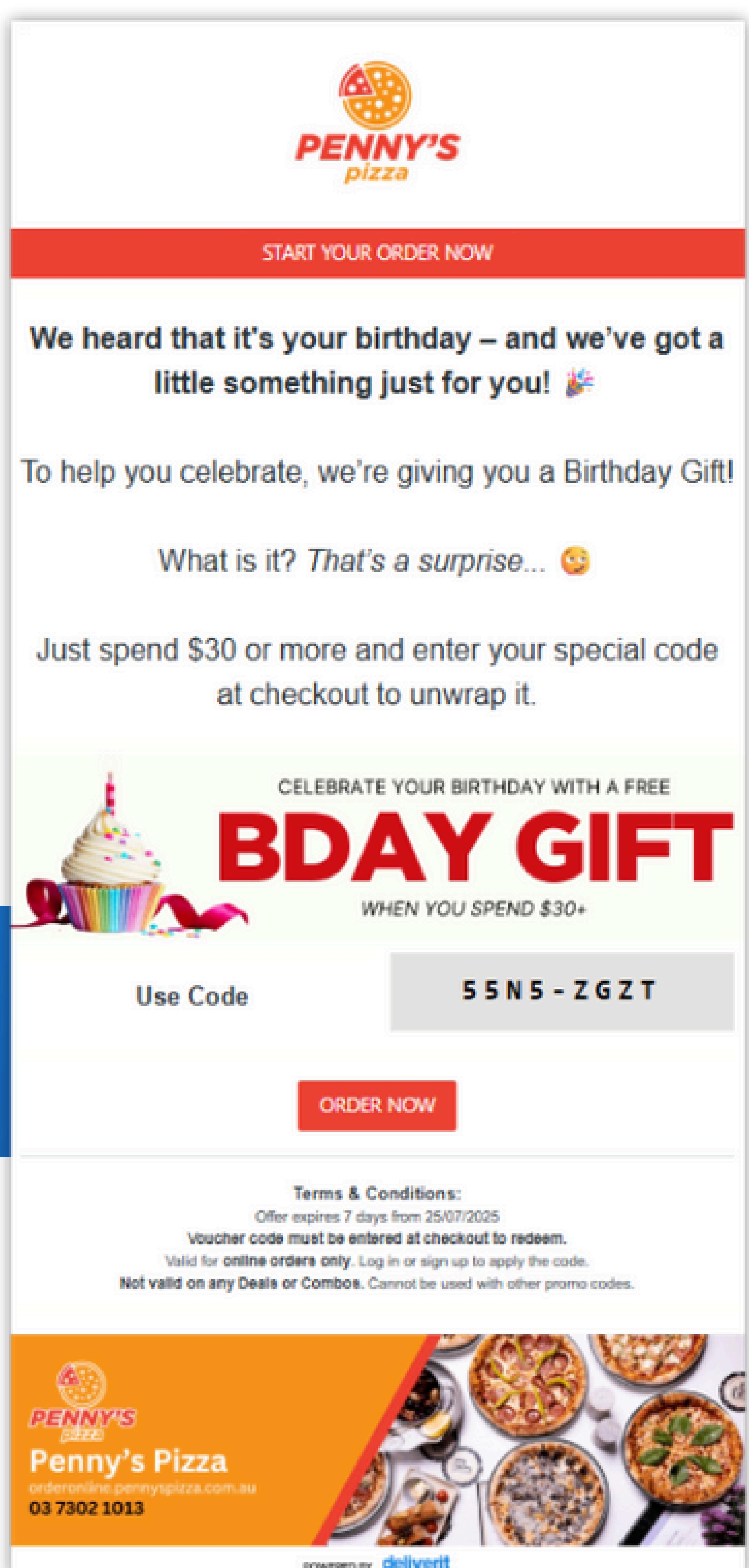
deliverit
COOLIO



The image shows a mobile application interface for Penny's Pizza. At the top is the Penny's Pizza logo. Below it is a red button labeled "START YOUR ORDER NOW". The main content area features a message: "We've got something to make your next order even better." It encourages users to spend \$30 or more to receive a 10% discount. A gift box icon is shown next to the text. The promotional offer is "GET 10% OFF WHEN YOU SPEND \$30+". Below this, there is a "Use Code" button and a code input field containing "BSSC-6H3C". A red "ORDER NOW" button is at the bottom. At the very bottom, there is a "Terms & Conditions" section with small text about offer expiration and code usage.

Birthday Campaign

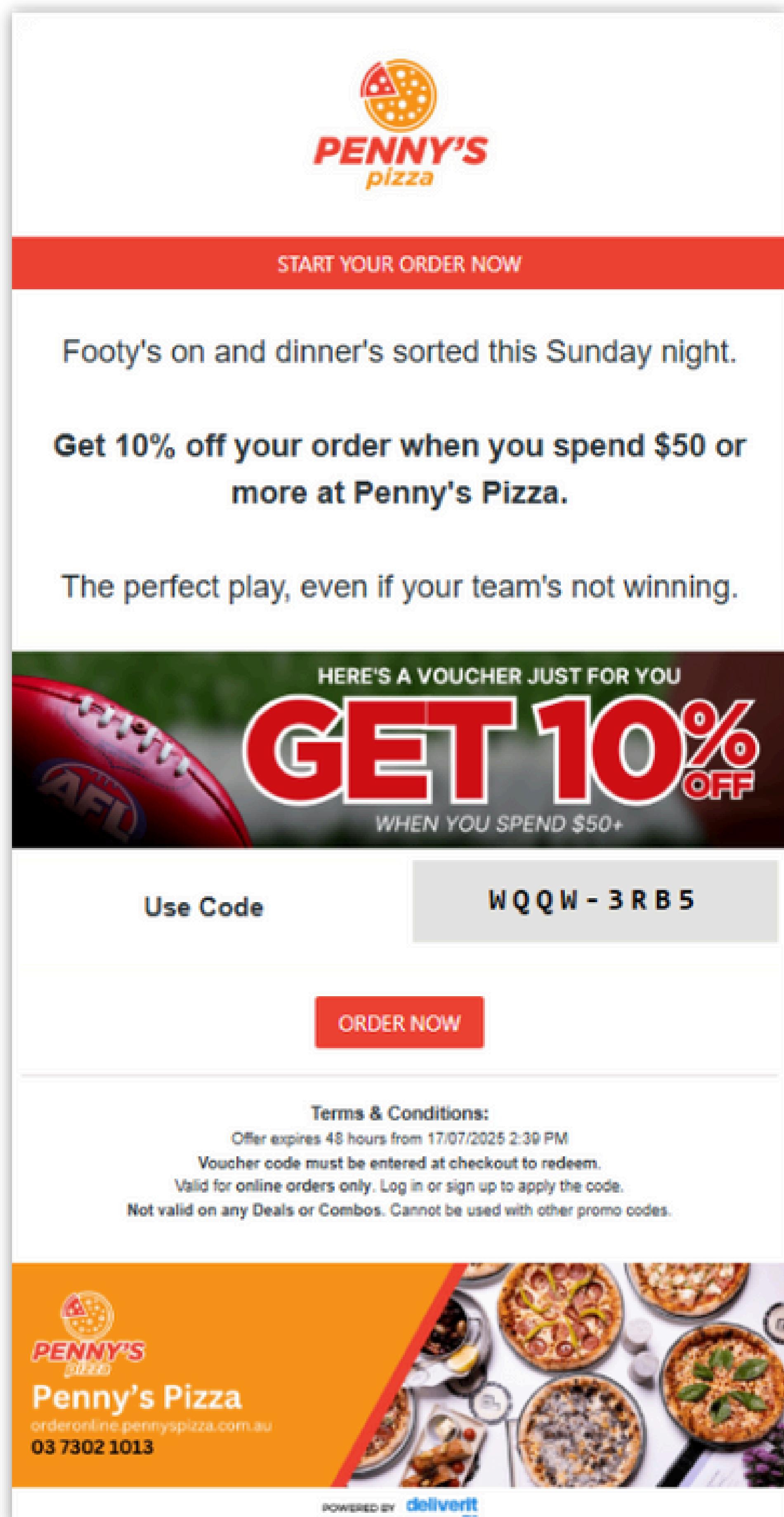
Lost Customers Campaign



The image shows a mobile application interface for Penny's Pizza. At the top is the Penny's Pizza logo. Below it is a red button labeled "START YOUR ORDER NOW". The main content area features a message: "We heard that it's your birthday – and we've got a little something just for you! 🎉". It encourages users to help celebrate by giving them a birthday gift. Below this, there is a "What is it? That's a surprise..." message with a smiling emoji. The promotional offer is "CELEBRATE YOUR BIRTHDAY WITH A FREE BDAY GIFT WHEN YOU SPEND \$30+". Below this, there is a "Use Code" button and a code input field containing "55N5-ZGZT". A red "ORDER NOW" button is at the bottom. At the very bottom, there is a "Terms & Conditions" section with small text about offer expiration and code usage.

Automated Marketing Program

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PENNY'S pizza

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 **W Q Q W - 3 R B 5**

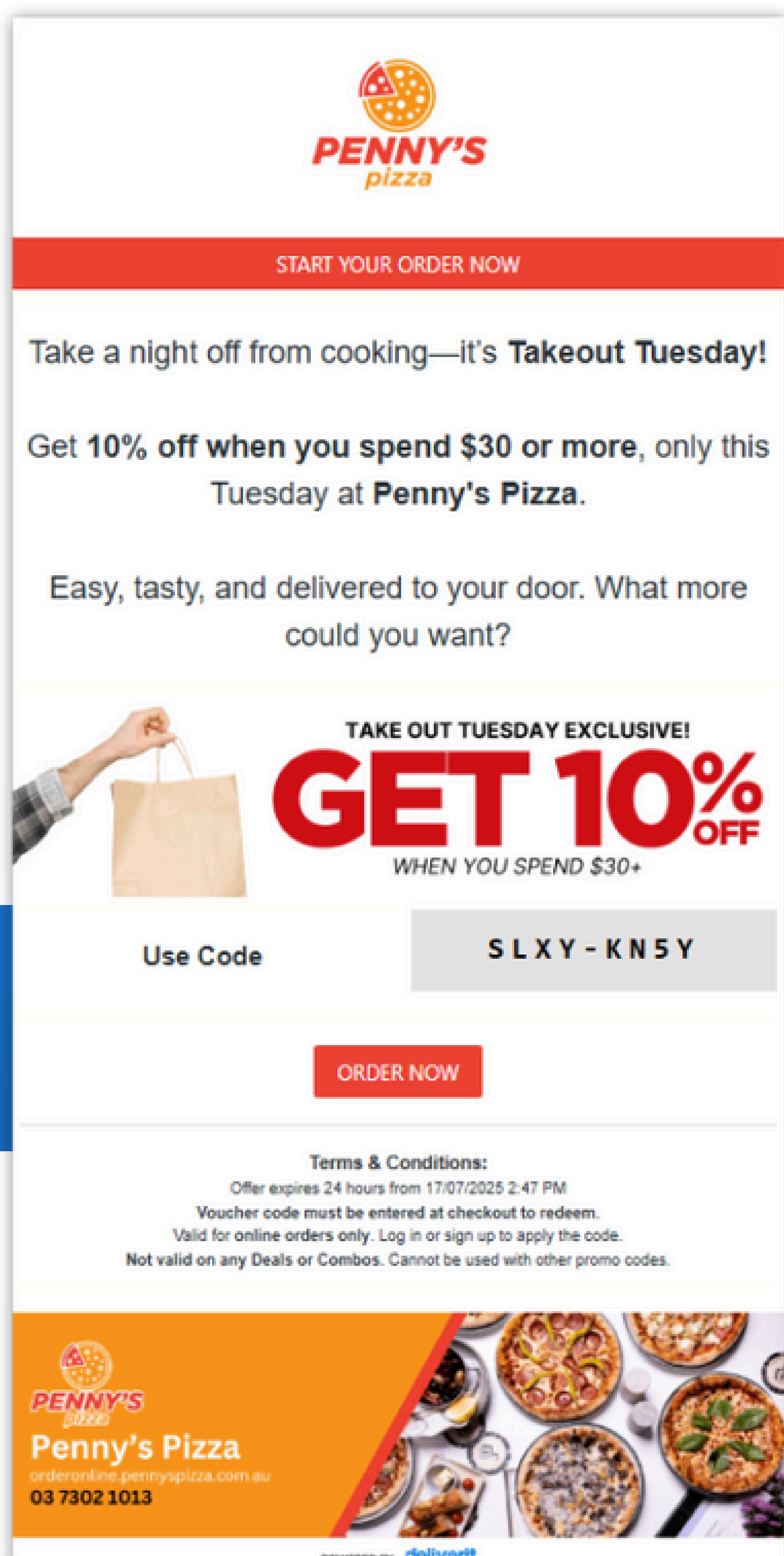
ORDER NOW

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

Takeout Tuesday

Event Campaigns



PENNY'S pizza

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 **SL X Y - K N S Y**

ORDER NOW

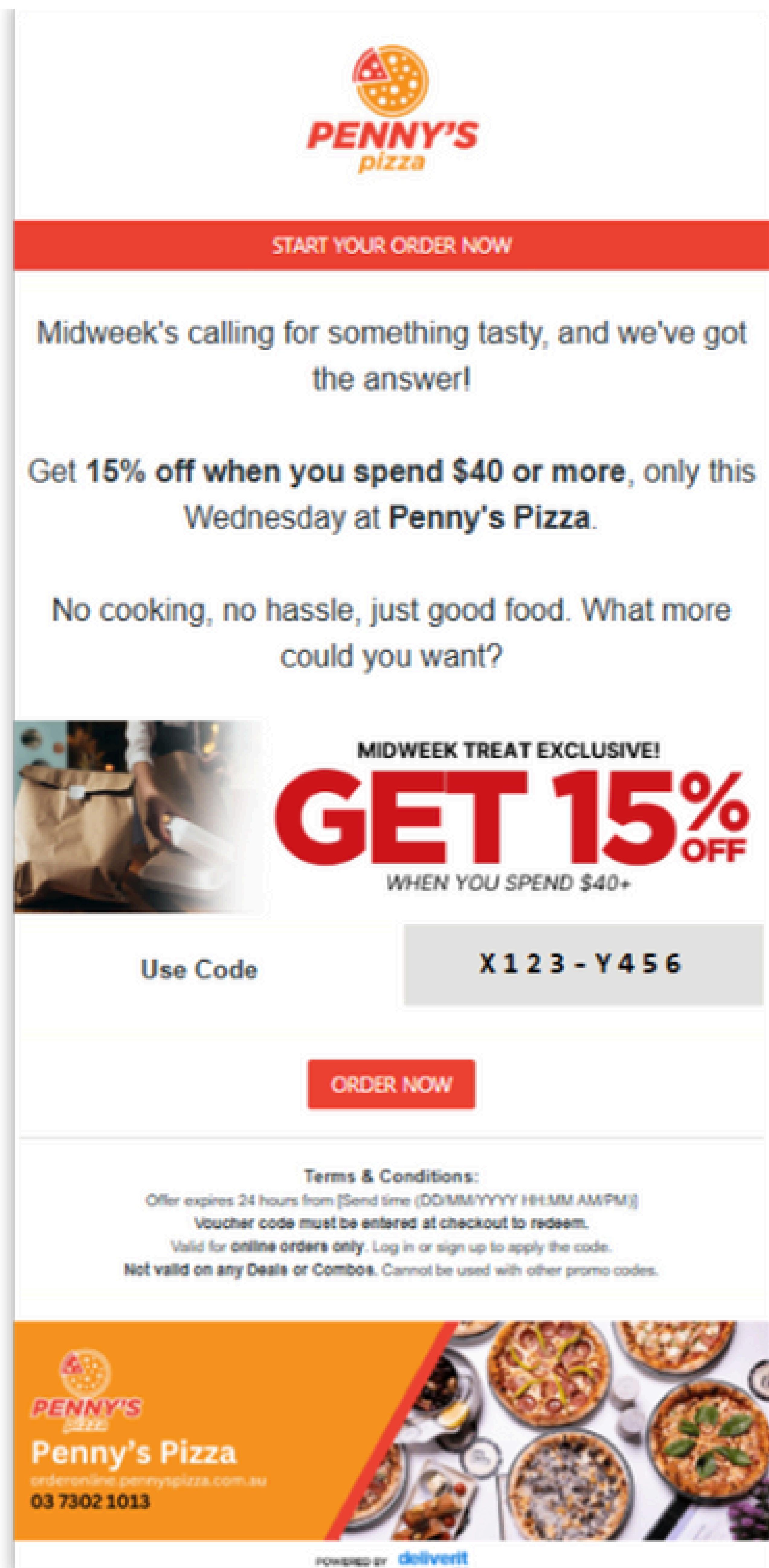
Terms & Conditions:
Offer expires 24 hours from 17/07/2025 2:47 PM
Voucher code must be entered at checkout to redeem.
Valid for online orders only. Log in or sign up to apply the code.
Not valid on any Deals or Combos. Cannot be used with other promo codes.

PENNY'S pizza
Penny's Pizza
orderonline.pennyspizza.com.au
03 7302 1013
POWERED BY **deliverit**

Automated Marketing Program

Examples of automations available on the program

Midweek Treat



The screenshot shows a promotional offer for Penny's Pizza. At the top, the Penny's Pizza logo is displayed with the text "PENNY'S pizza". Below the logo is a red button with the text "START YOUR ORDER NOW". The main message reads: "Midweek's calling for something tasty, and we've got the answer!". A promotional message follows: "Get 15% off when you spend \$40 or more, only this Wednesday at Penny's Pizza." Below this, a sub-message says: "No cooking, no hassle, just good food. What more could you want?". To the left of the promotional text is a small image of a person holding a pizza box. To the right, the promotional offer is summarized: "MIDWEEK TREAT EXCLUSIVE! GET 15% OFF WHEN YOU SPEND \$40+". Below this, there are two buttons: "Use Code" and "X 1 2 3 - Y 4 5 6". Further down, a red button says "ORDER NOW". At the bottom, there is a section for "Terms & Conditions" which includes a note about offer expiration and code entry. The bottom right corner features a collage of various pizzas and a small "deliverit" logo.

PENNY'S pizza

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

Penny's Pizza

orderonline: pennyspizza.com.au

03 7302 1013

powered by **deliverit**