

The background is a light beige color with a repeating pattern of thin brown line art. The illustrations include whole pizzas, individual slices, pepperoni toppings, mushrooms, bell peppers, and sets of cutlery (fork and knife). The word 'pizza' is also written in a cursive script throughout the pattern.

nkdpizza



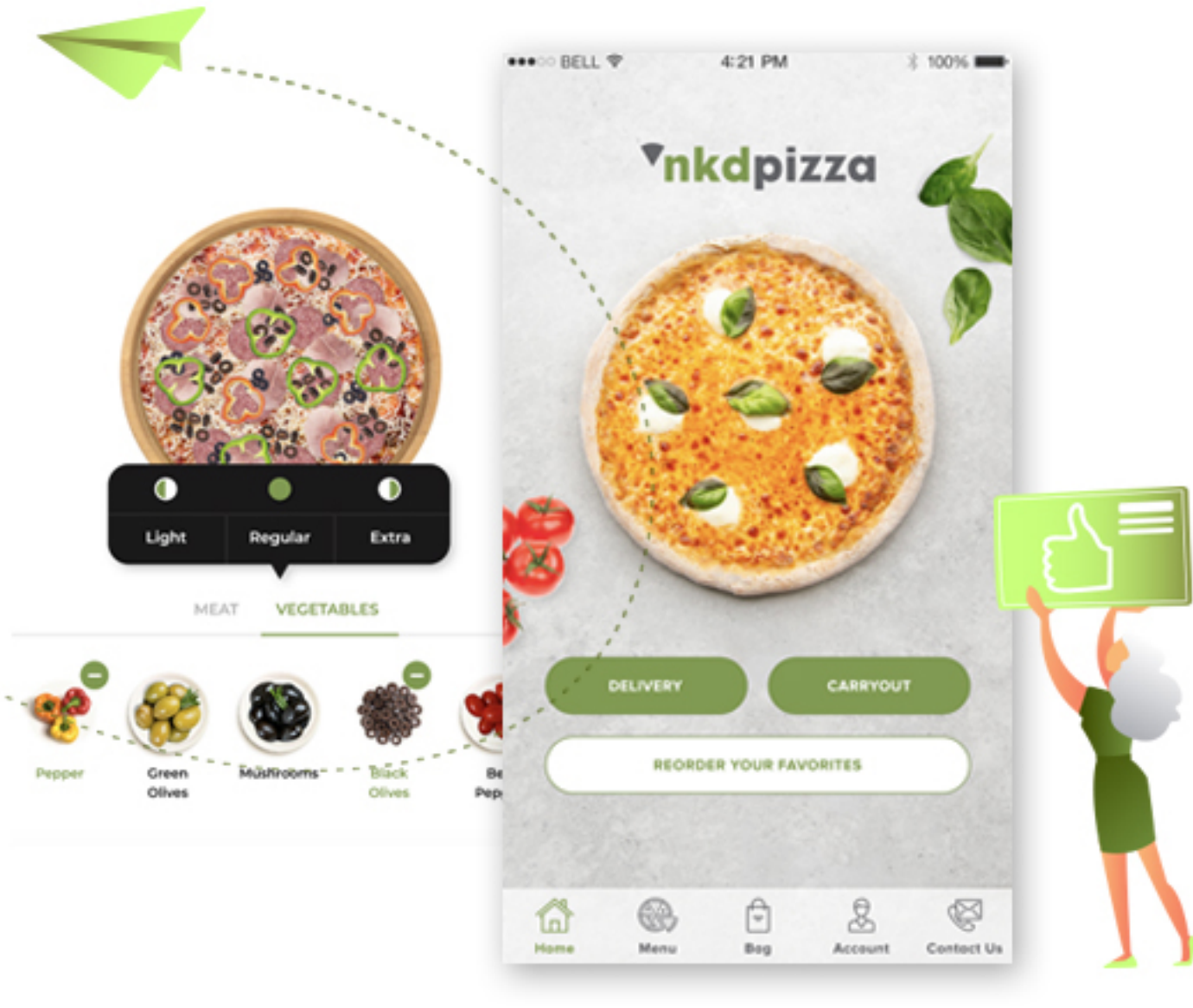
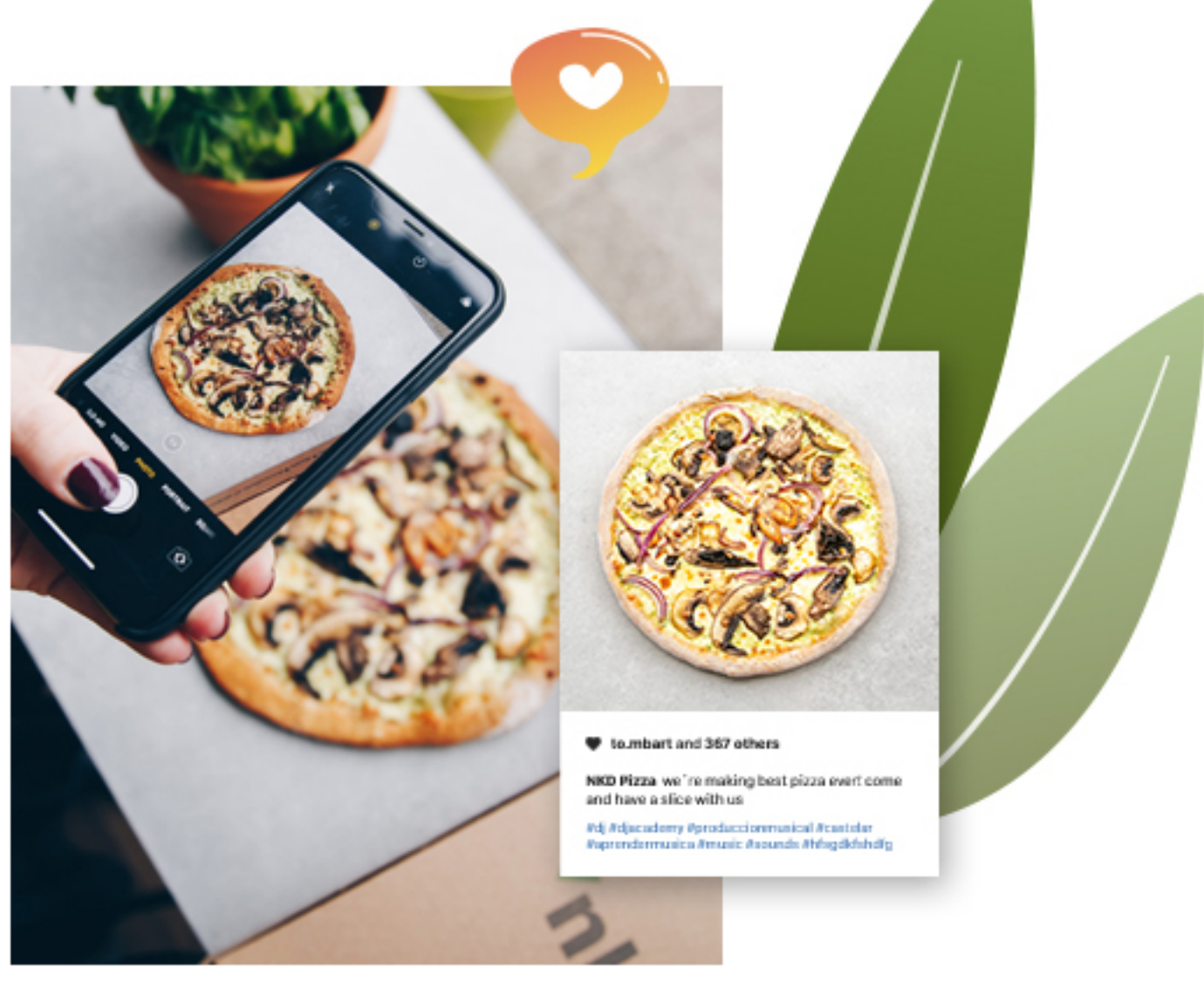
Work With a Business Partner That Never Stops Working

We setup all of our NKD Pizza franchisees with a powerful and intuitive platform that runs your online presence for you.



IT ALL STARTS WITH CONTENT

An online presence is essential for opening a new franchise, growing online, and keeping customers engaged. You get all the benefits of the NKD Pizza brand, including awareness and photography, but we also offer local photoshoots to highlight what makes your local franchise and neighbourhood special. These photos are the foundation on which your franchise's online presence is built.



A MODERN WEBSITE AND APP FOR DIGITAL-FIRST CUSTOMERS

NKD's new mobile-first website puts our brand head-and-shoulders above the competition. The centerpiece of this new site is an immersive ordering experience where customers can visually customize their pizzas. The website and app are able to make smart recommendations based on popularity, customer behavior, and artificial intelligence. These new innovations increase order sizes and turn more browsers into customers at a franchise level. This means if your local customers are loving one kind of pie over another, more of your customers will hear about it.

THE POWER OF CUSTOMER DATA, VISUALIZED

In addition to being a part of the NKD Pizza website and app, your franchise is given access to its personal dashboard for tracking orders, viewing customer data, and uncovering trends.

NKD Pizza's dashboard captures countless data points that allows for simple segmentation and pattern recognition to improve every part of your franchise's business.

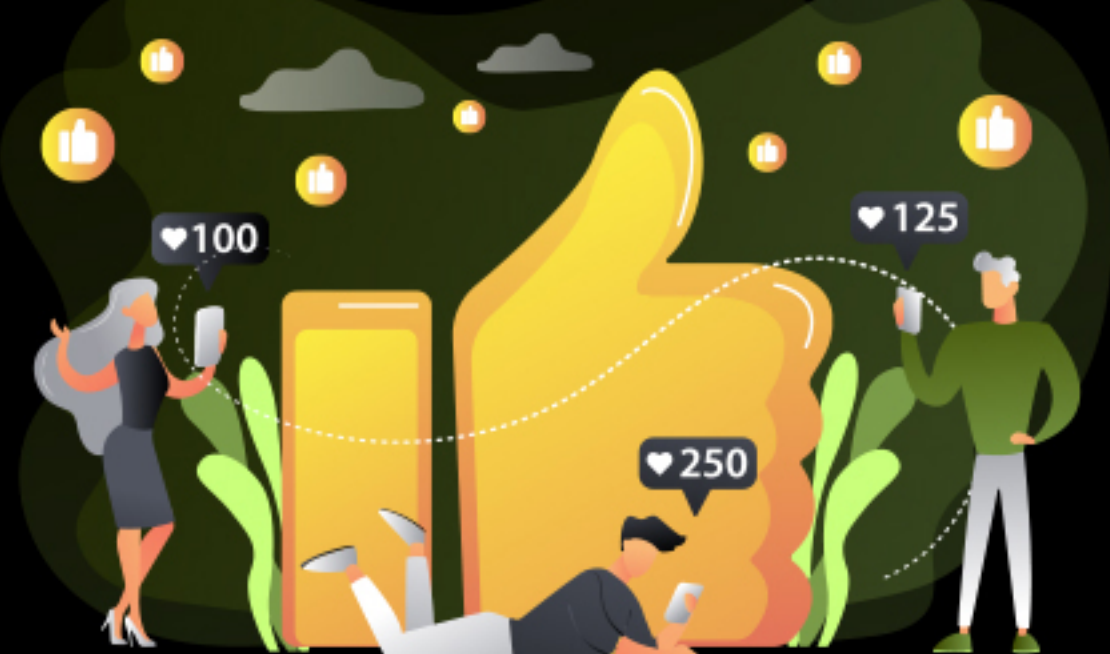


At a business level, the dashboard tracks:

- Busy days
- Most popular menu items
- Customers demographics (gender, age, income, etc.)

At a customer level, the dashboard tracks:

- How often they visit
- How much they spend on average
- Their favourite dishes

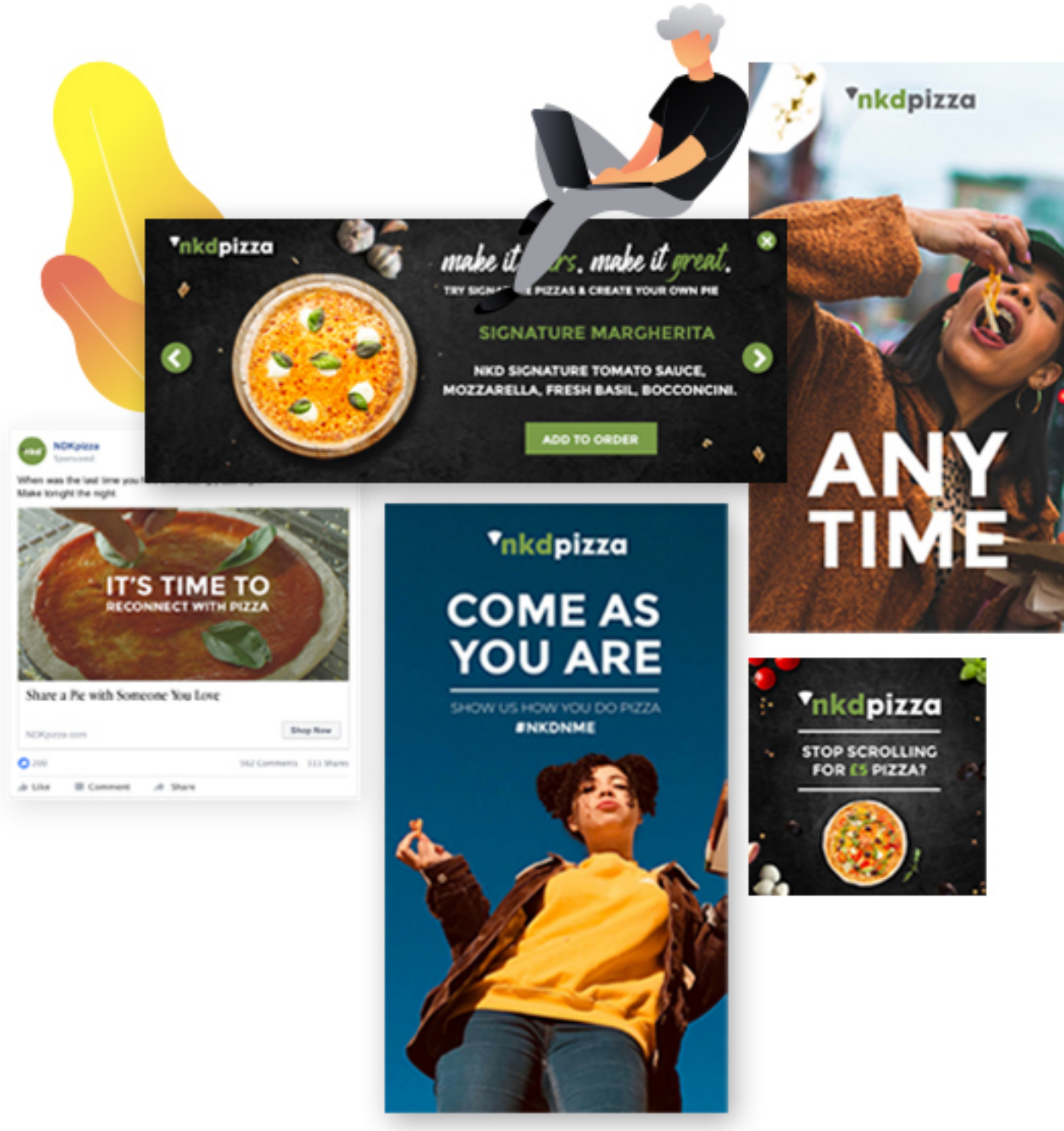


The more data points we track, the nimbler your franchise is.

That's why we don't just source data from the website, but also from social media and marketing. Data isn't only about improving business; it's about improving a customer's experience with relevant social media posting and marketing pushes.

SOCIAL MEDIA MANAGEMENT & PROMPT CUSTOMER SERVICE

While the NKD Pizza website is our new online home, customers spend their time online all over the place. We make sure your franchise's presence is felt on the most popular social networks, review sites, and information centers online—Facebook, Instagram, Yelp, TripAdvisor, and Google Business Listings. The Munch Ado team posts local, relevant content on a regular basis, interacts with your audience and gets customers excited about your franchise.



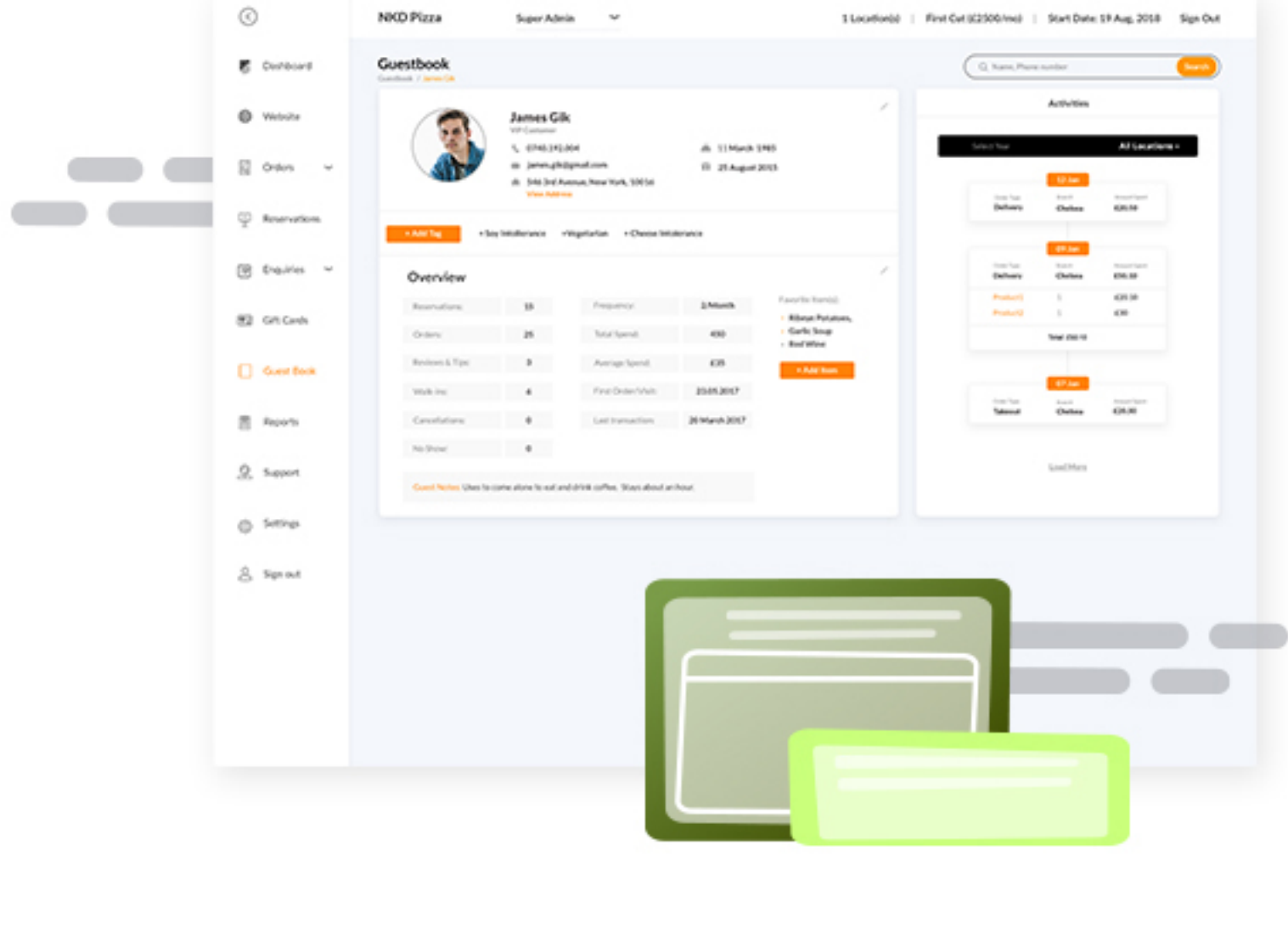
ALWAYS-ON, BEST-IN-CLASS MARKETING

Every franchise has their regulars, their walk-ins, and their busy times. Our partnership with Munch Ado analyzes existing customers for each franchise to find similar ones online through advanced targeting techniques. With the power of the latest technologies, eye-catching creative, and customer data, marketing turns passive browsers into real customers.

Your franchise's sophisticated marketing program is designed to drive awareness and engagement no matter where customers go online with relevant messaging.

WHY SYNCHRONIZE WEBSITE, APP, SOCIAL MEDIA & MARKETING?

Fusing all parts of your online business together improves each and every individual aspect by amplifying their effectiveness. Knowing what customers do on your website informs the kind of social media content that's created and what's pushed through marketing. What customers like on social media, click on in marketing, and when/how often they order and reserve lets you know which dishes to keep on the menu, what times to schedule more staff, and so much more. Everything works better when it works together.



MUNCH ADO'S TEAM, ON CALL FOR YOUR FRANCHISE

Our strategic partner is your online engine. Their services are always working to generate more orders, more followers, and more business for your franchise.

When you need extra support, you've got it. For any questions or concerns, there is a quick-response team ready to help.