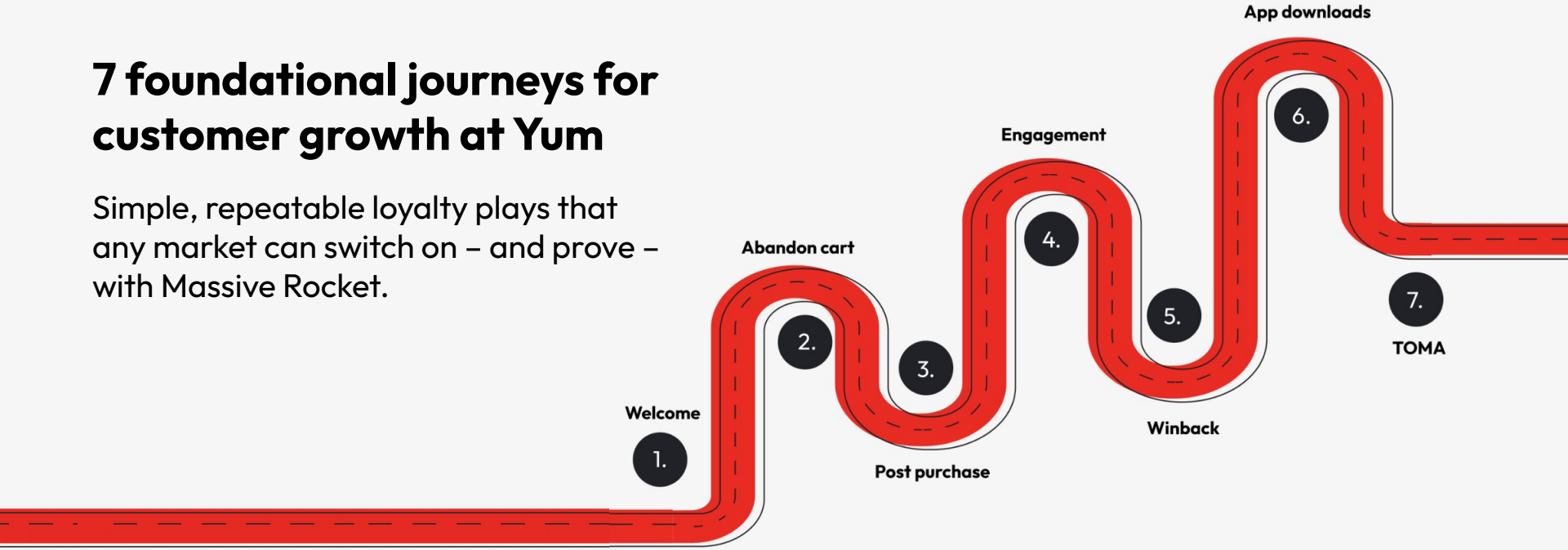
MASSIVE ROCKET
Global Braze & Snowflake Agency

7 foundational journeys for customer growth at Yum

Simple, repeatable loyalty plays that any market can switch on – and prove – with Massive Rocket.



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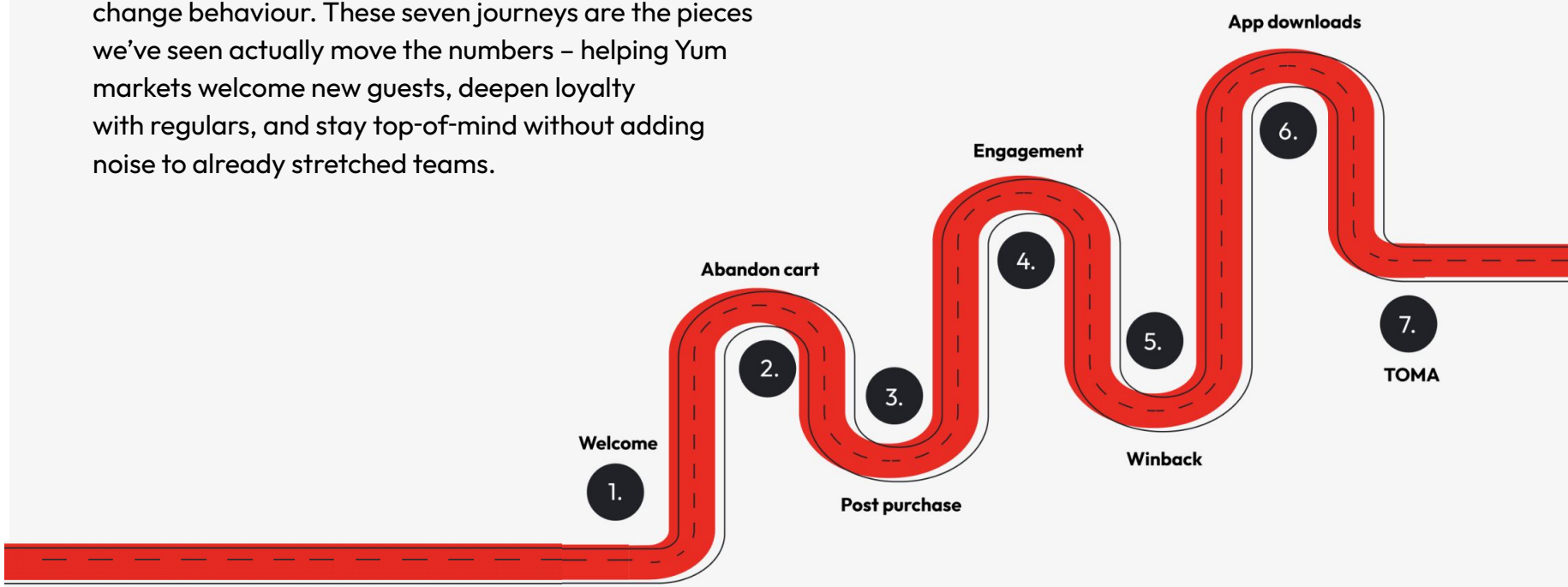
Customer journeys designed around your Yum guests

Most loyalty programs look busy on paper but don't change behaviour. These seven journeys are the pieces we've seen actually move the numbers – helping Yum markets welcome new guests, deepen loyalty with regulars, and stay top-of-mind without adding noise to already stretched teams.



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Customer journeys designed around your Yum guests

1. Welcome journey

Purpose:
Turn a first visit into the start of a relationship.

Benefit:
New guests understand the value of your brand and loyalty program from day one, so repeat visits come faster.

How it works:
A short sequence that welcomes, explains the basics, and gives a clear reason to come back soon.

2. App downloads

Purpose:
Put your brands in your guests' pockets.

Benefit:
More members using the app to order, earn, and redeem – where we see loyalty and frequency grow quickest.

How it works:
Targeted prompts and incentives that move guests from "interested" to "installed and active."

3. Abandoned cart

Purpose:
Recover almost-orders before they disappear.

Benefit:
Higher conversion on digital orders with minimal extra effort from local teams.

How it works:
Smart reminders that surface what guests left behind and make it one tap to complete.

4. Post purchase

Purpose:
Turn one-off visits into repeat behaviour.

Benefit:
More second and third purchases within a defined window, feeding loyalty KPIs instead of just orders.

How it works:
Follow-ups that thank guests, recommend the next visit, and introduce relevant rewards.

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5. Birthday & engagement

Purpose:
Show up when it actually matters to guests.

Benefit:
Stronger emotional connection with members who already love your brands, not just more coupons.

How it works:
Timely, personal messages and rewards around birthdays and key milestones.

6. Winback / reactivation

Purpose:
Bring lapsed guests back into the habit.

Benefit:
More dormant members returning to order – with a clear view of incremental visits, not just redemptions.

How it works:
Tailored offers and stories that remind guests what they're missing, without over-discounting your best customers.

7. TOMA (Top of Mind Anniversary)

Purpose:
Keep Yum on the shortlist between visits.

Benefit:
Brands stay present without feeling shouty or promotion-only, supporting long-term loyalty metrics.

How it works:
Light-touch moments, seasonal content, and value-led nudges that keep the relationship warm all year.

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A Yum market already running these journeys

One Yum market has already activated several of these journeys using Braze – across welcome, app downloads, abandoned cart, and post-purchase.

The pattern we're seeing:
Higher first-order conversion, more active app users, and a cleaner path to second and third purchases, all visible in a single loyalty and visits view.



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KFC EXAMPLE

Welcome + app downloads

Goal:
Drive first purchase and app installs for a Yum brand.

KPIs:
First-order rate, app session starts, loyalty sign-ups.

What we shipped:

- A welcome series that introduces the brand, explains the benefits of ordering direct, and pushes to the app.
- A targeted “first app order” offer that appears consistently in email and push, so guests see one clear promise.



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KFC EXAMPLE

Abandoned cart

Goal:
Recover lost digital orders.

KPI:
Recovery rate from cart to completed order.

What we shipped:

- Dynamic cart reminders using Catalogs and Liquid in Braze, focusing on the top items guests left behind.
- Fast, friendly push nudges that bring guests back into the flow without feeling aggressive.



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KFC EXAMPLE

Post purchase

Goal:
Encourage second and third purchases.

KPIs:
Second- and third-purchase rates
in the first few weeks after joining.

What we shipped:

- Time-boxed promo codes after first purchase, powered by Braze Promotion Codes.
- The same offer synced across email and push so guests get a joined-up experience and we can measure uplift cleanly.



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Putting these journeys to work across Yum

These seven journeys are designed to be switched on, tuned, and shared between Yum markets.

Our role is to be your loyalty architects: helping your teams adapt the journeys to local reality, plug them into Braze and Snowflake, and keep an eye on the metrics that matter – visits, frequency, and long-term guest loyalty, not just campaign volume.



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Thank You



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