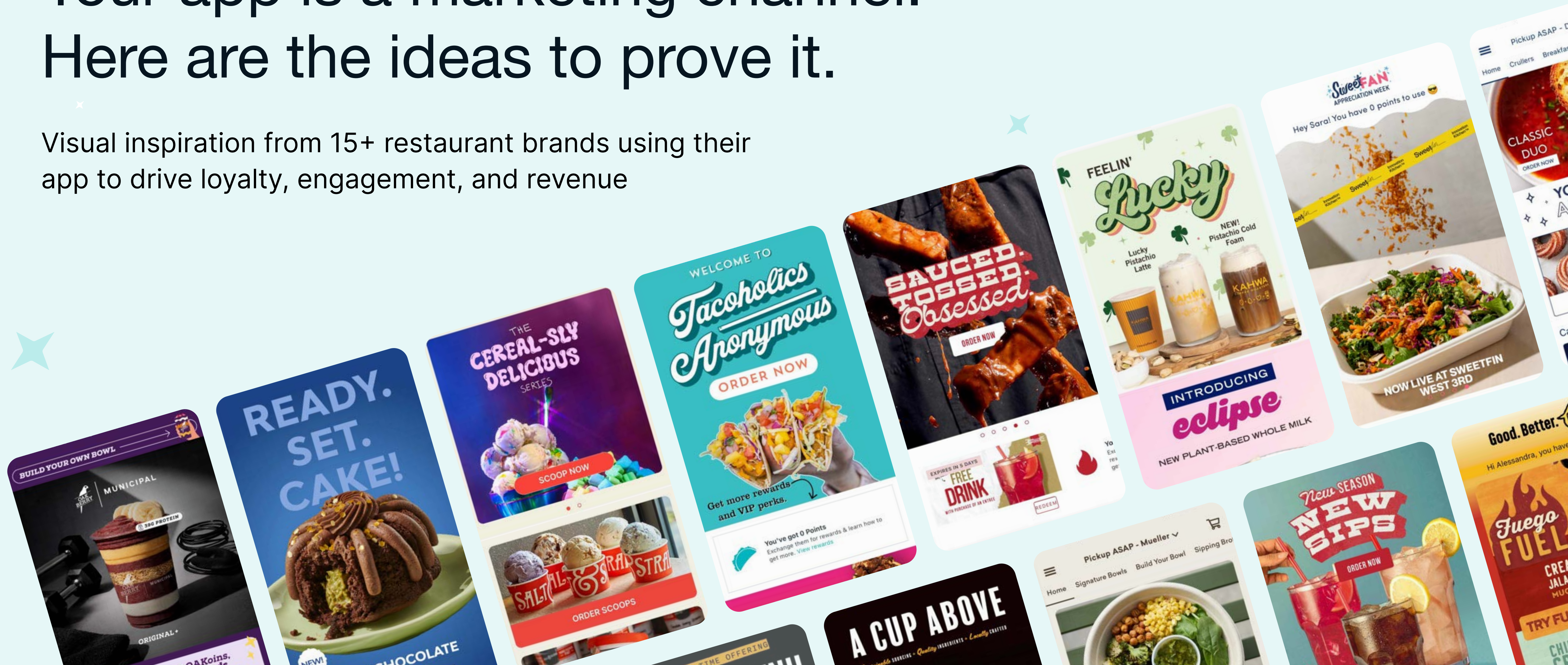


LOOKBOOK

# Your app is a marketing channel. Here are the ideas to prove it.

Visual inspiration from 15+ restaurant brands using their app to drive loyalty, engagement, and revenue



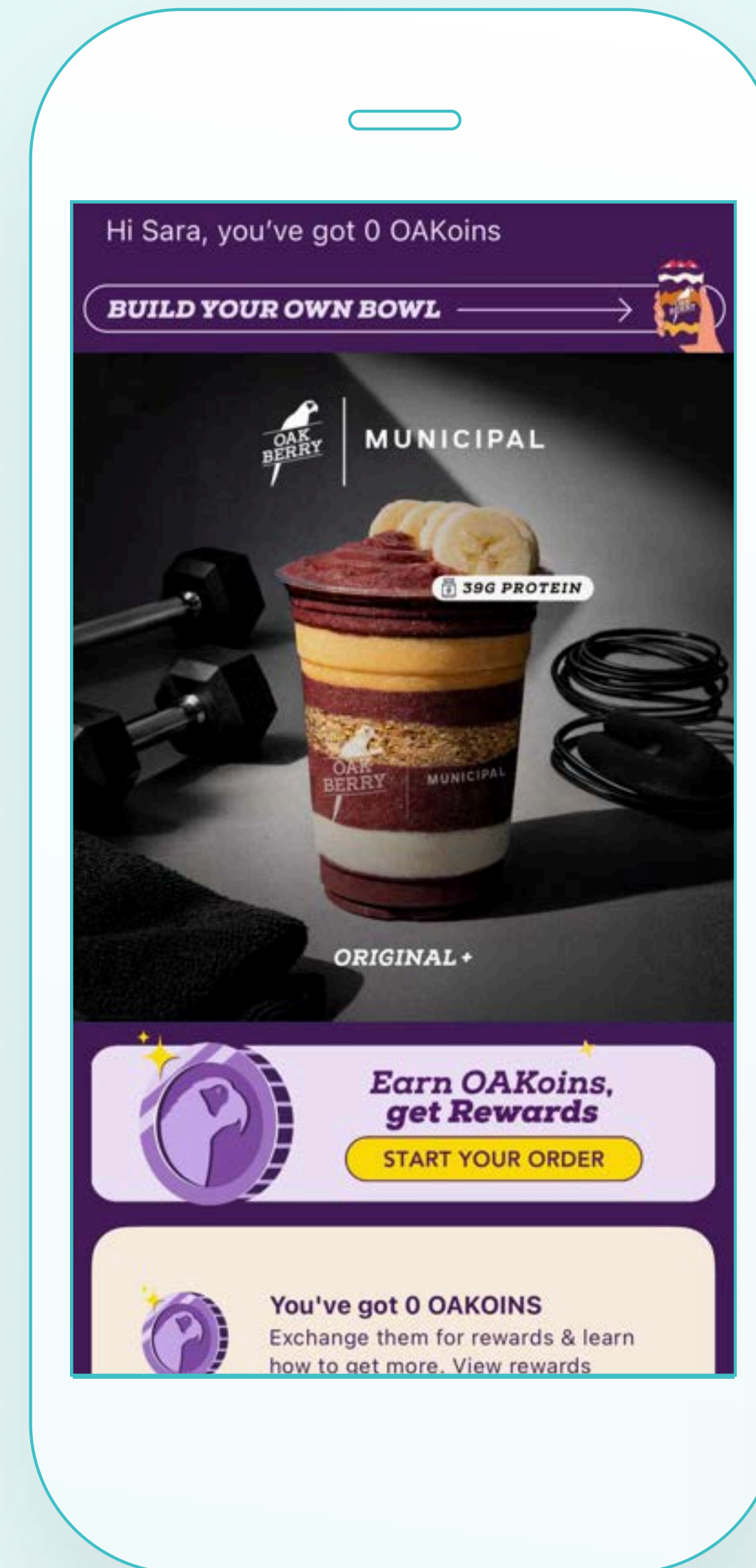
## THE OPPORTUNITY

# Stop treating your app like a menu. Start treating it like a marketing channel.

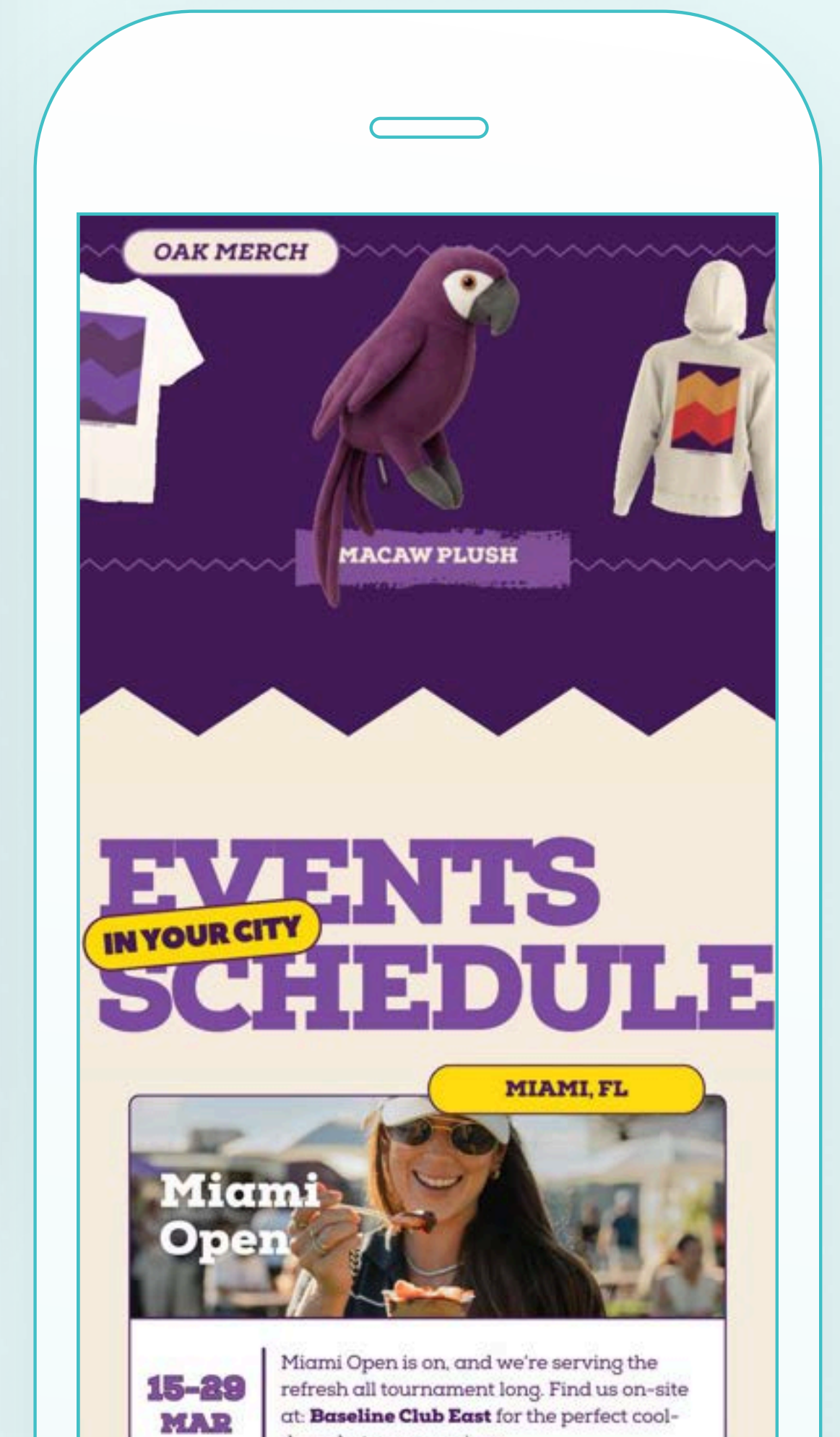
Your app reaches your most valuable guests — the ones who've already opted in. But most restaurant apps waste that real estate on static menus and generic offers. The brands featured in this book treat their app like a living marketing channel: seasonal takeovers, personalized content, gamification, and moments that bring guests back. Here's what that looks like in practice.

## ★ RESTAURANTS ON THANK

**90%** Grow digital in year one,  
50% by more than 50%



OAKBERRY

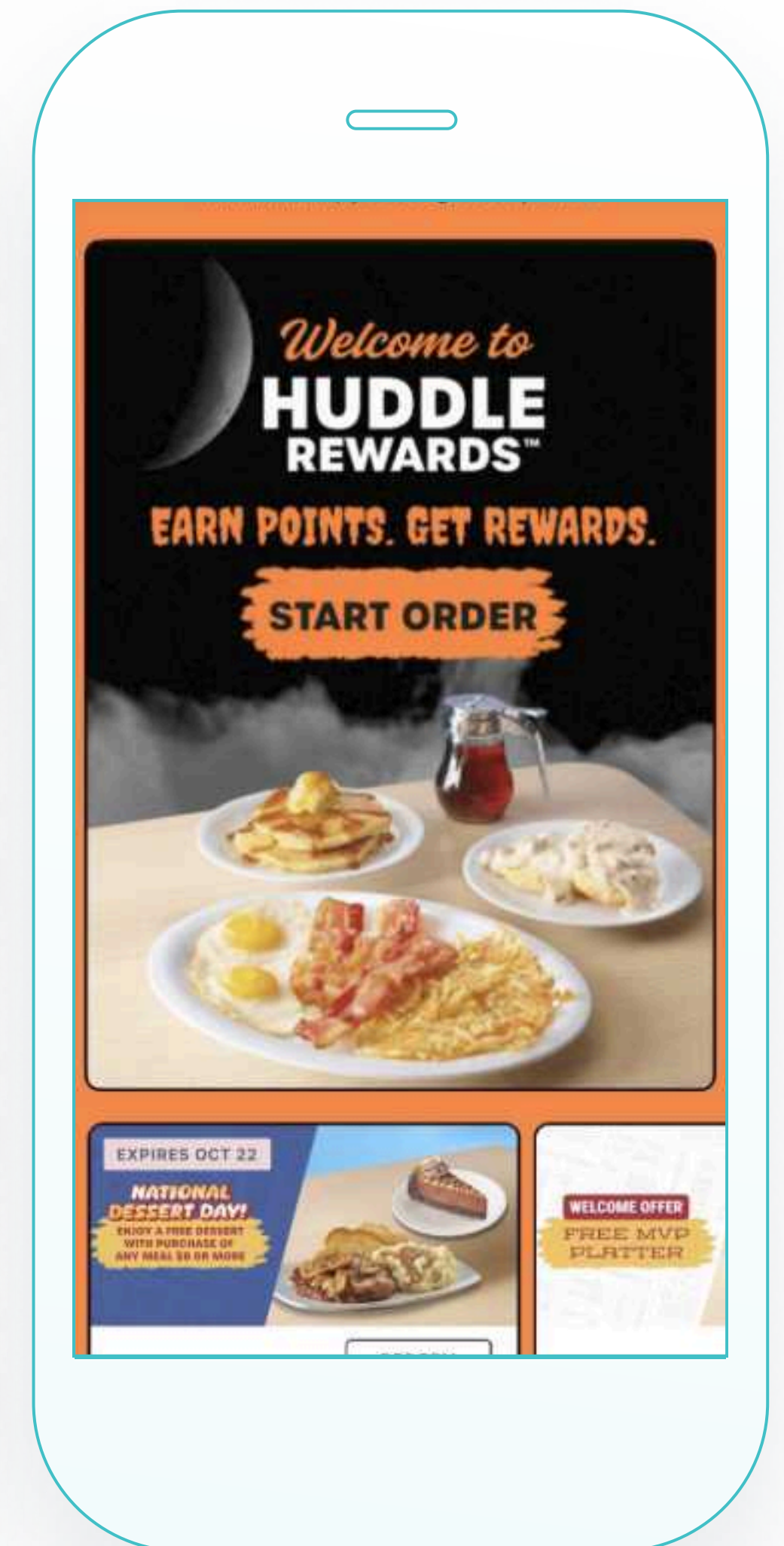
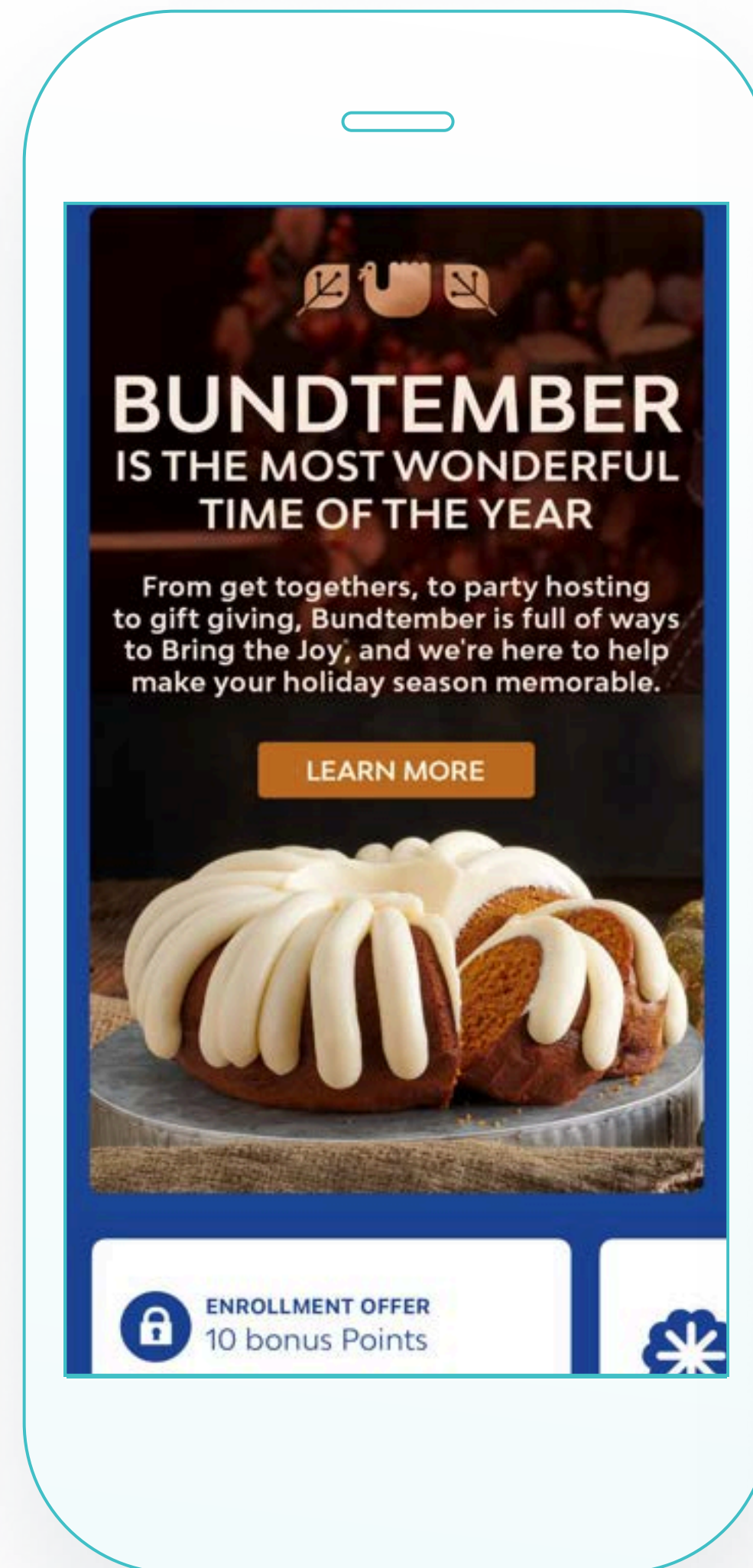


## Seasonal & holiday takeovers

**STRATEGY:** Transform your entire app experience around key brand moments to create urgency and excitement.

### ★ TRY THIS

Pick your 3 biggest brand moments of the year and build a full app takeover for each — themed visuals, limited-time offers, and a clear CTA.

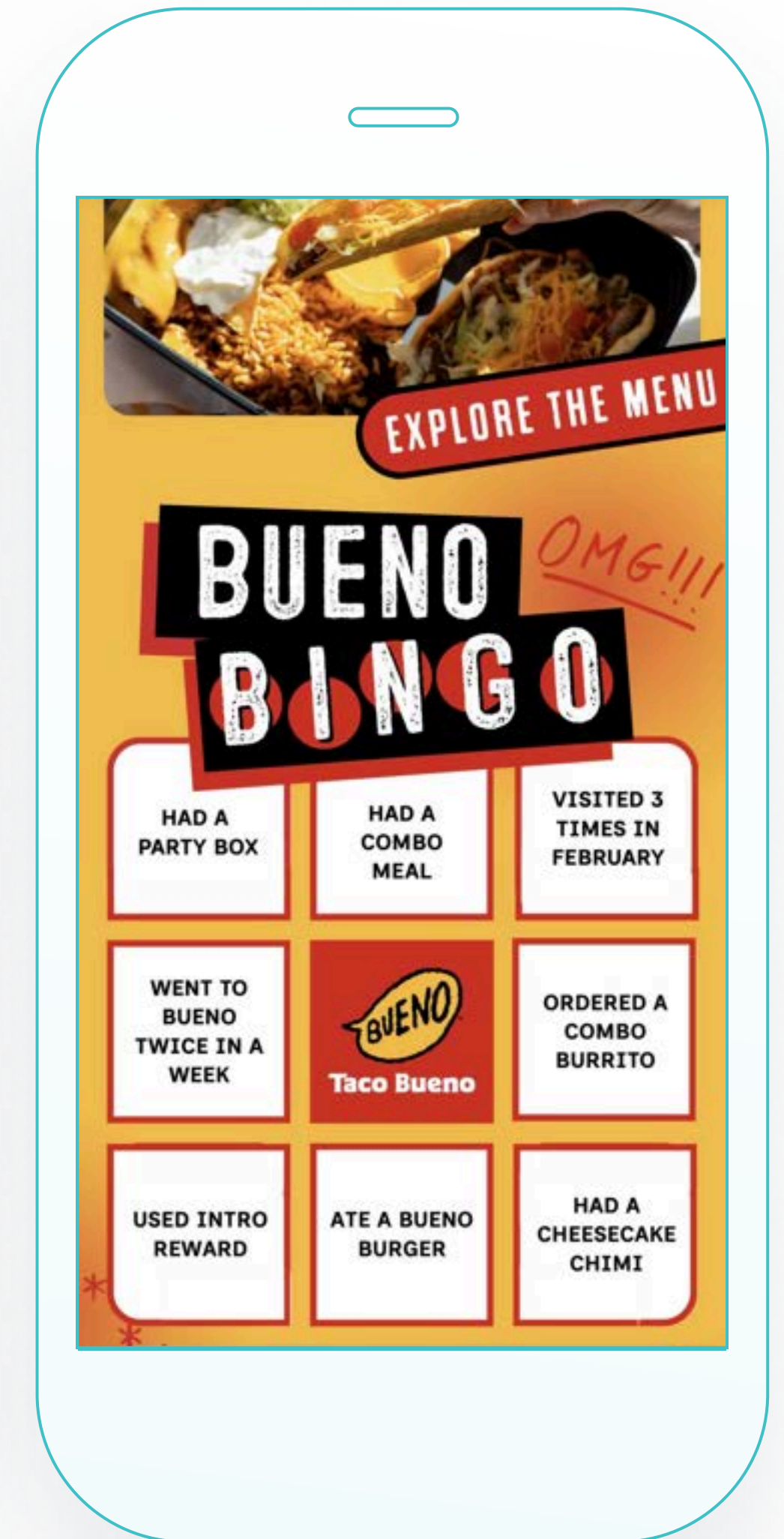
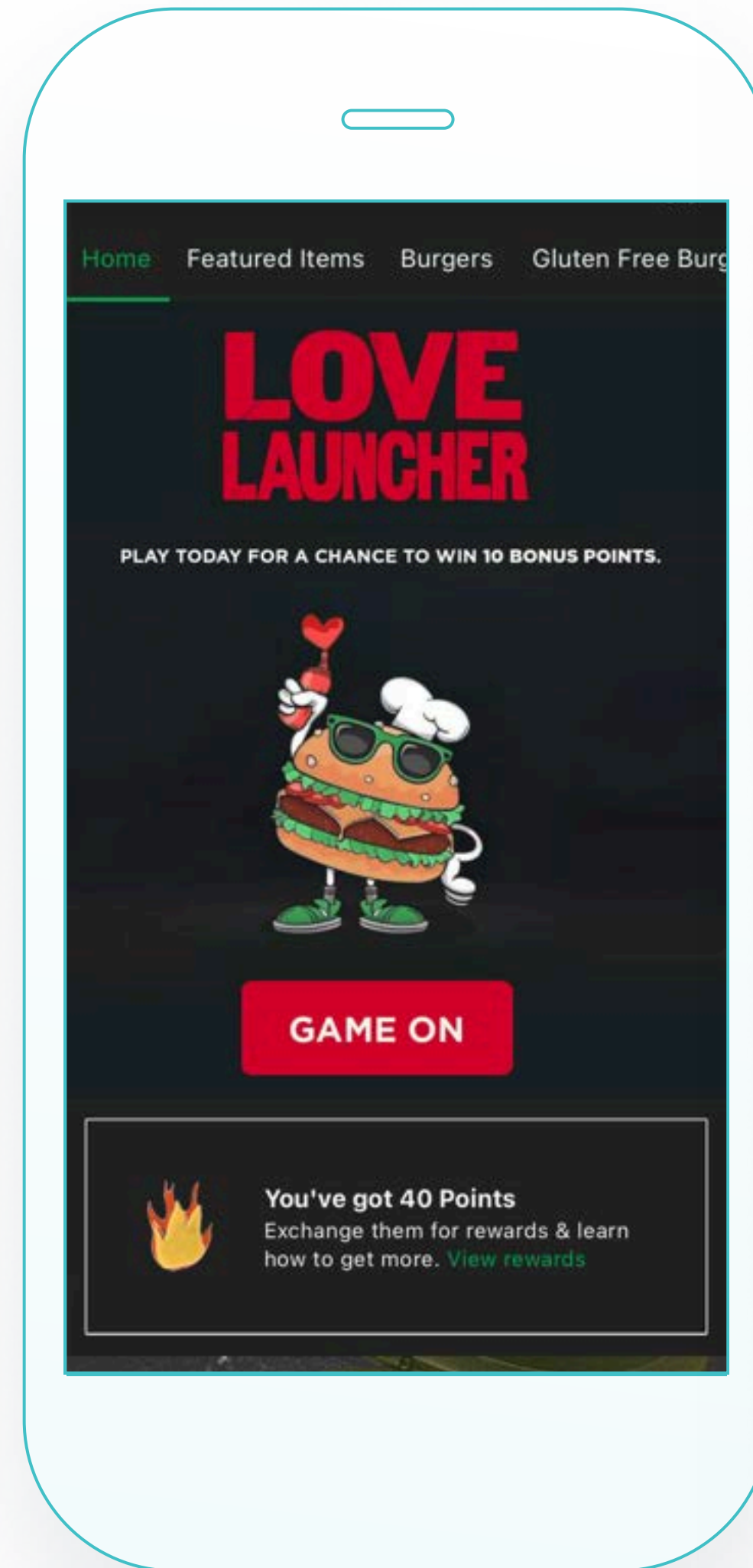


## Gamification & challenges

**STRATEGY:** Use challenges, streaks, and interactive mechanics to turn transactions into engagement loops.

### ★ TRY THIS

Launch a limited-time challenge tied to a seasonal moment. Keep mechanics simple — scratch-to-win, spin-the-wheel, or streak-based rewards.

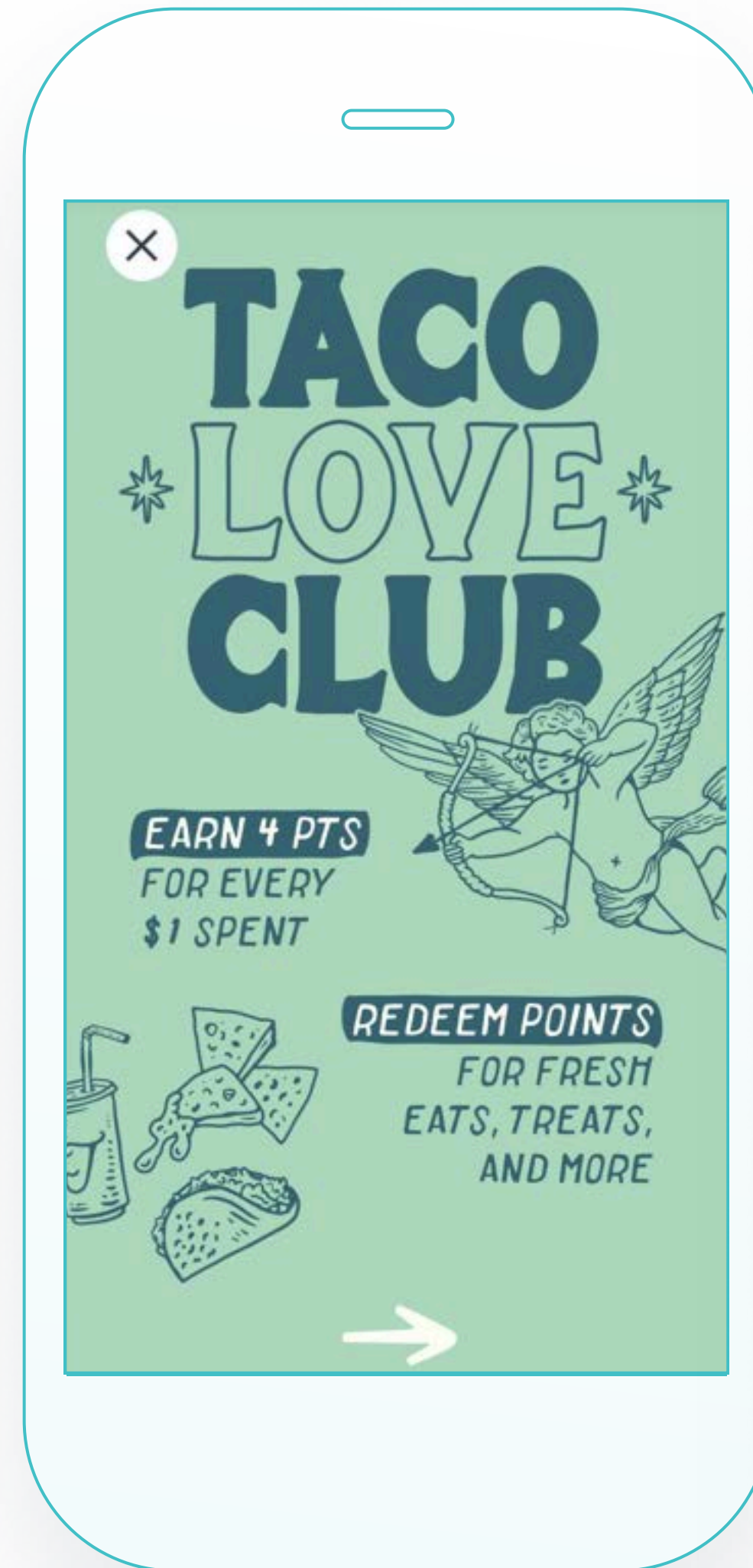


## Make your loyalty program feel like you

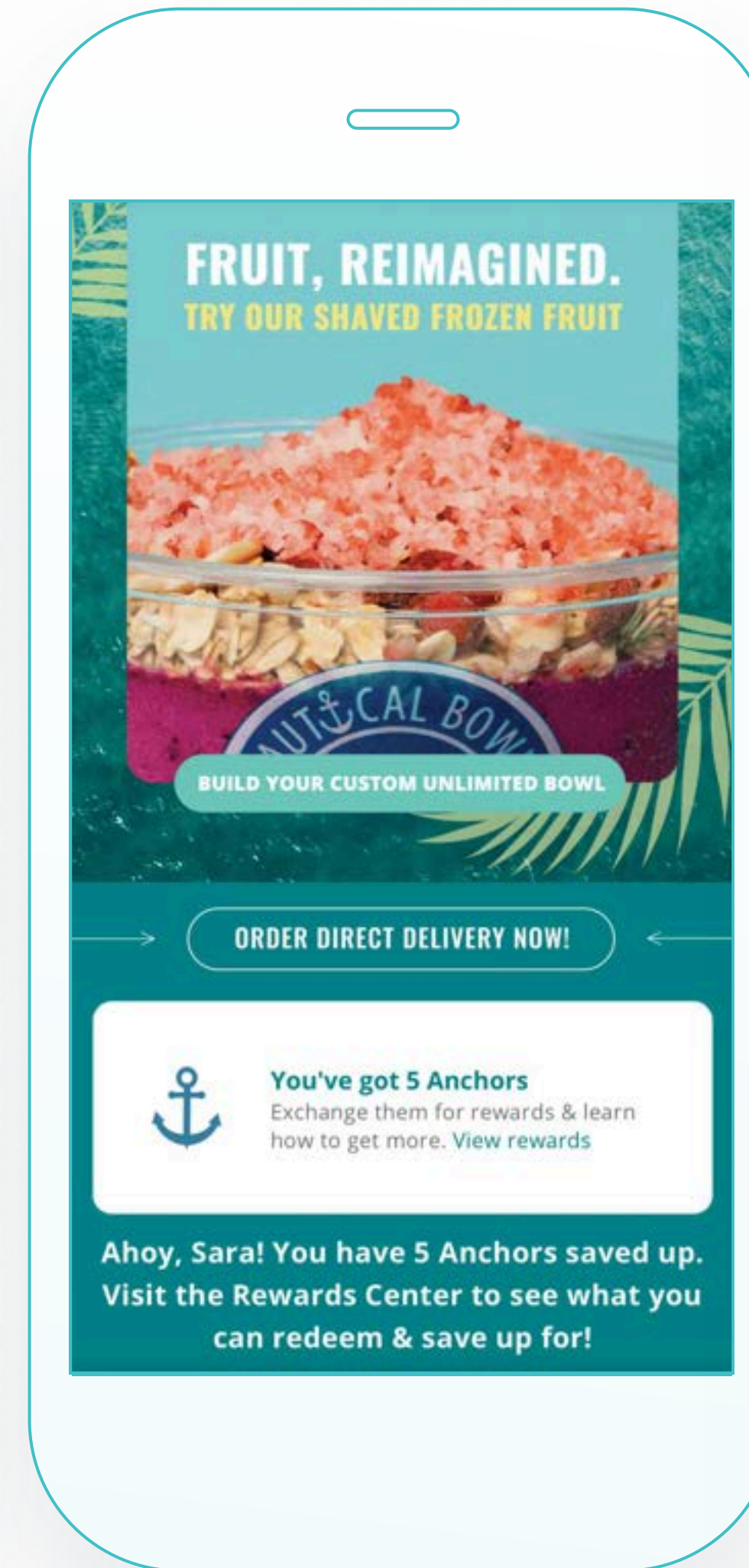
**STRATEGY:** Your loyalty program should be an extension of your brand. Custom tier names, on-brand visuals, and seamless in-app experiences make guests feel like they never left your world.

### ★ TRY THIS

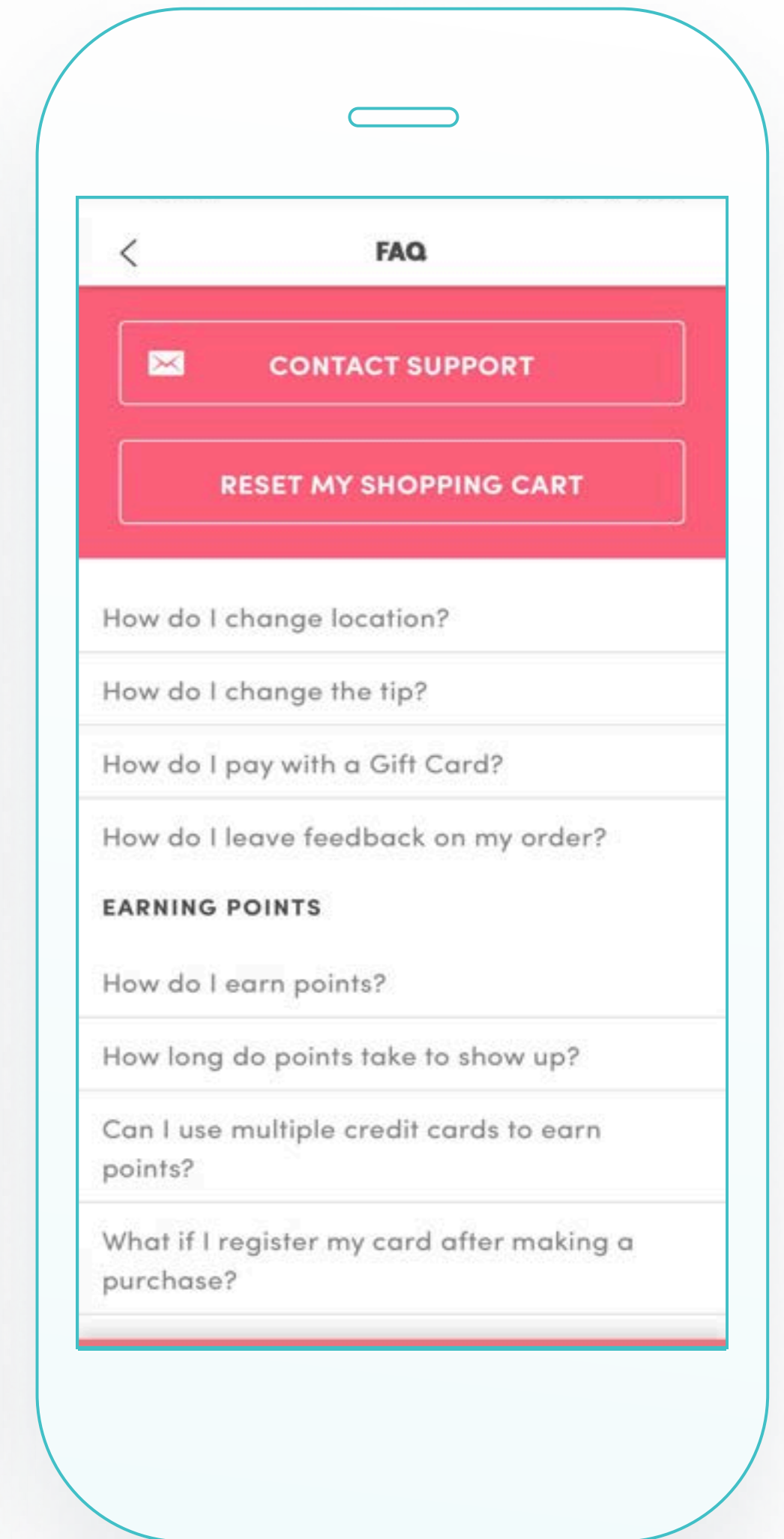
Surface tier status and points on your homepage using merge tags. Make progress visual: progress bars, badges, un-lockable rewards.



Tacoria



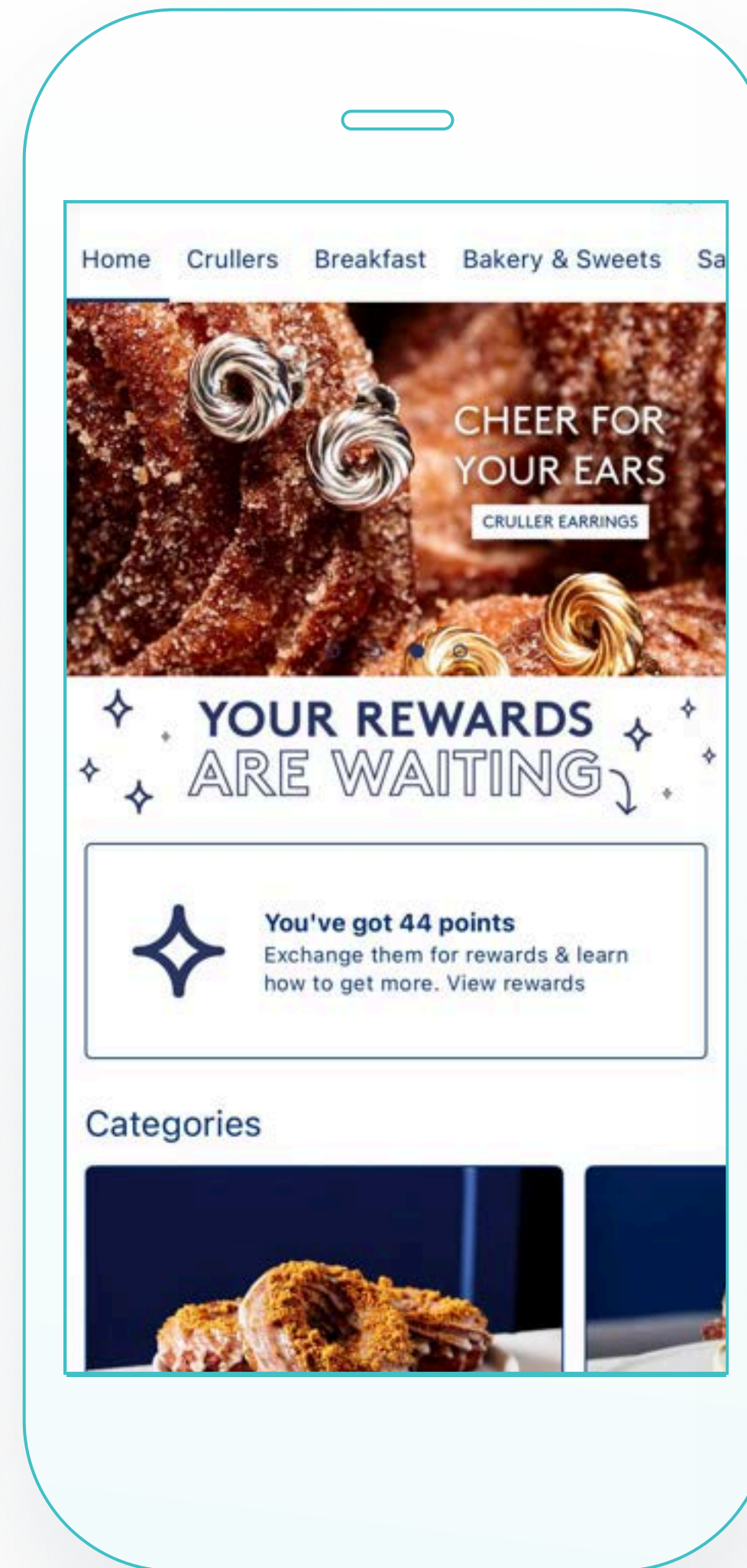
NAUTICAL BOWLS  
SUPERFOOD BOWLS | AÇAÍ AND MORE



Sweetfin

# Personalized content & messaging

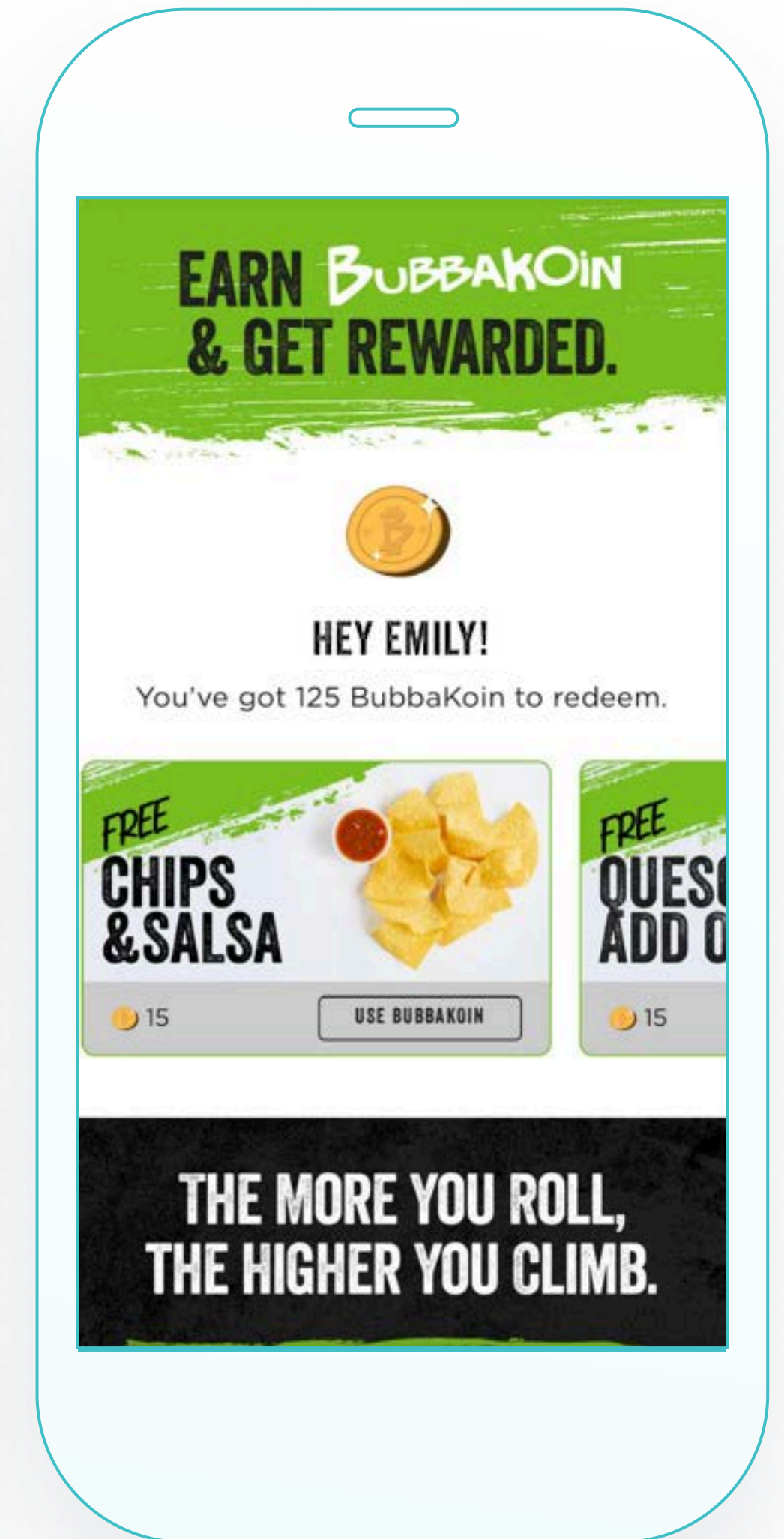
**STRATEGY:** Use behavior and lifecycle data to serve the right content to the right guest at the right time.



Daily Provisions



HONEST MARY'S



BUBBAKOO'S  
BURRITOS

## ★ TRY THIS

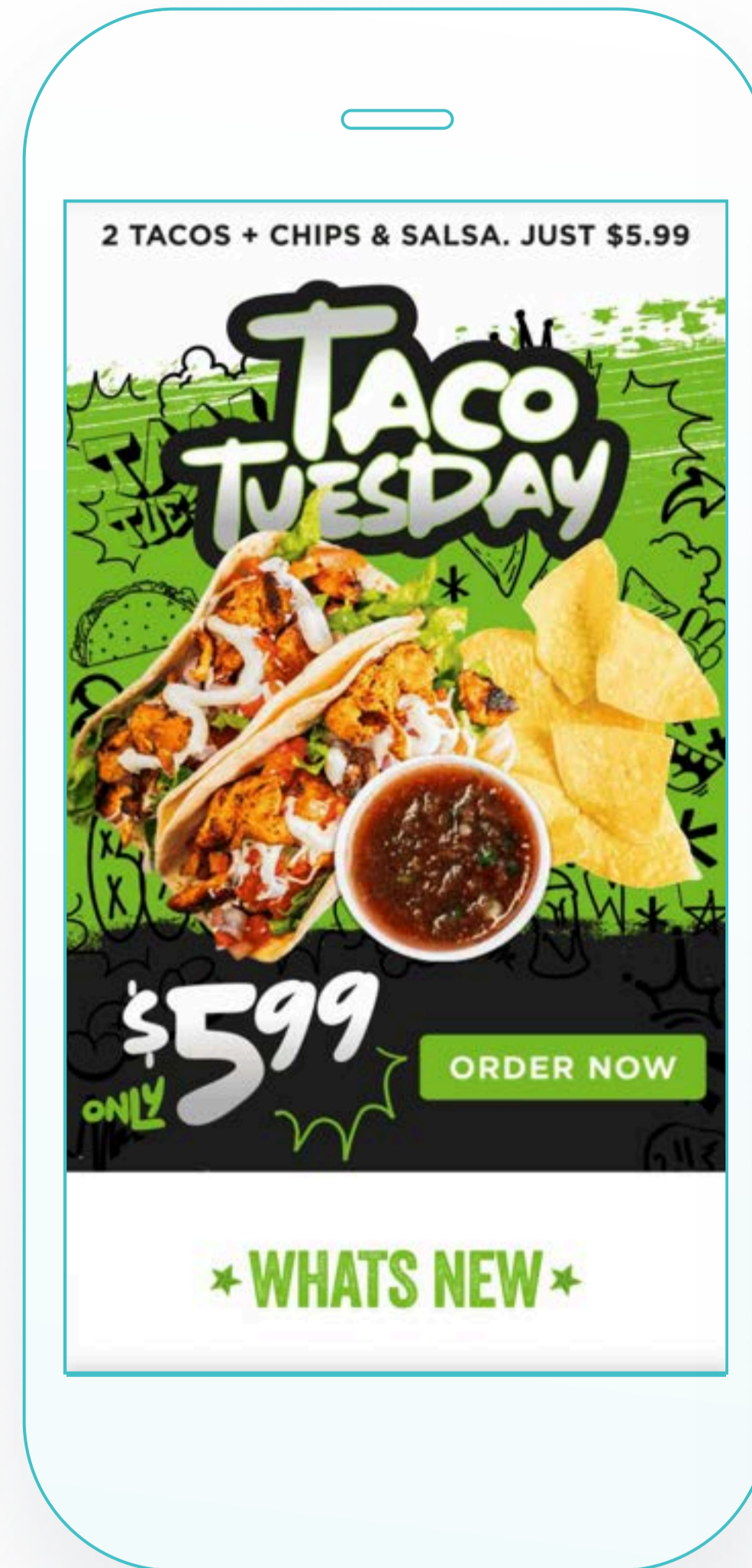
Segment your homepage content blocks by guest lifecycle stage—new, active, lapsing—so every guest sees something relevant.

## Menu launches & LTOs

**STRATEGY:** Turn your app into the first place guests discover what's new — before they see it anywhere else.

### ★ TRY THIS

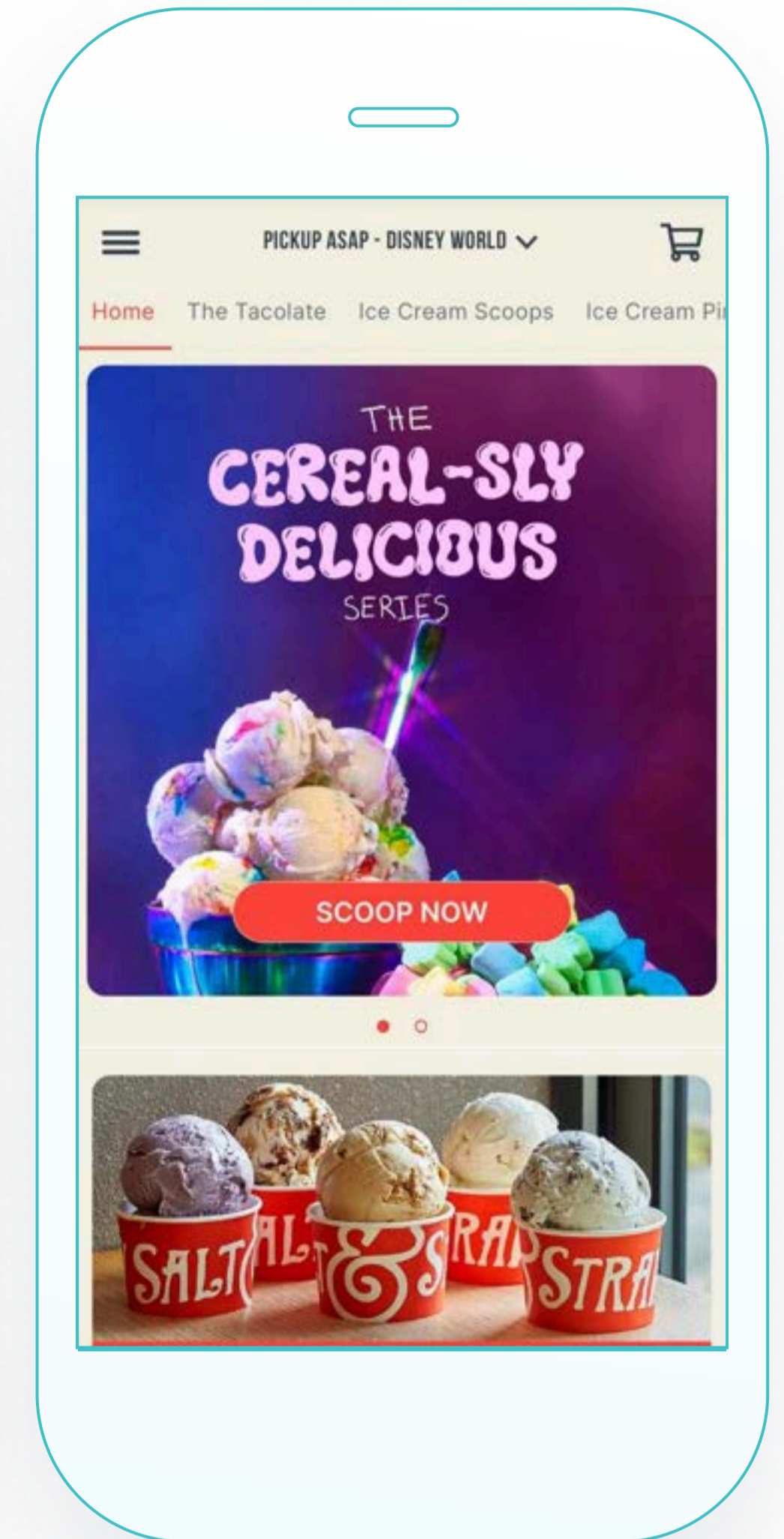
Give app users 24-hour early access to new menu items. Exclusivity drives opens and orders.



BUBBAKOO'S  
BURRITOS



CHēBA HUT  
"TOASTED" SUBS



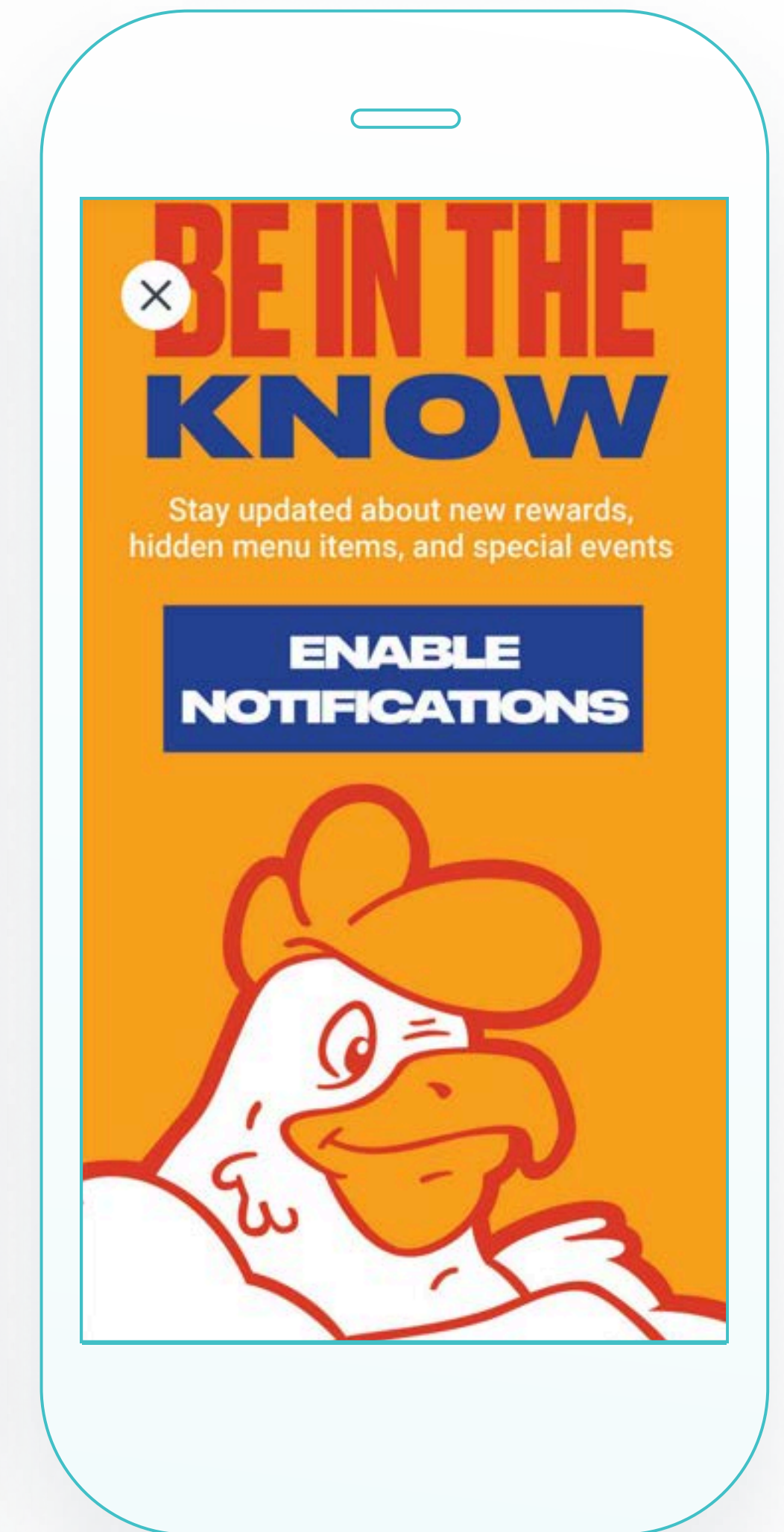
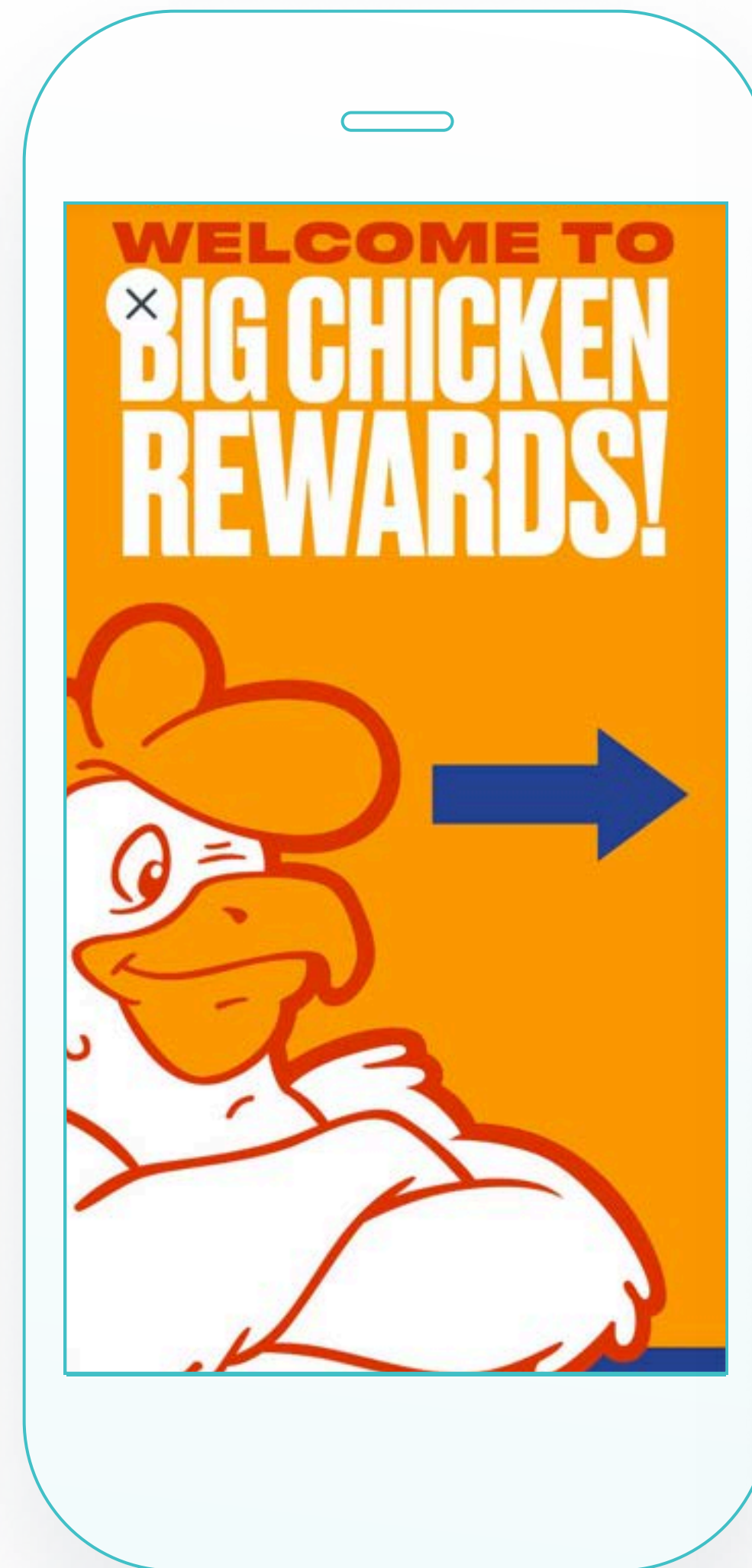
SALT & STRAW

## Onboarding new members

**STRATEGY:** Delight loyalty members with an onboarding experience that sets expectations, capture preferences, and creates excitement around your loyalty program.

### ★ TRY THIS

Keep onboarding short and action-oriented. Ask for 1–2 key preferences, spotlight the most valuable benefit, and end with a clear next step like "Order now," "Join loyalty," or "Turn on notifications."



## Make every visit effortless and worth coming back for

**STRATEGY:** The best app experiences are the ones guests actually use. Surface the right content at the right moment—fresh rewards, easy reorders, and a homepage that feels alive—so your app becomes the easiest part of their day.

### ★ TRY THIS

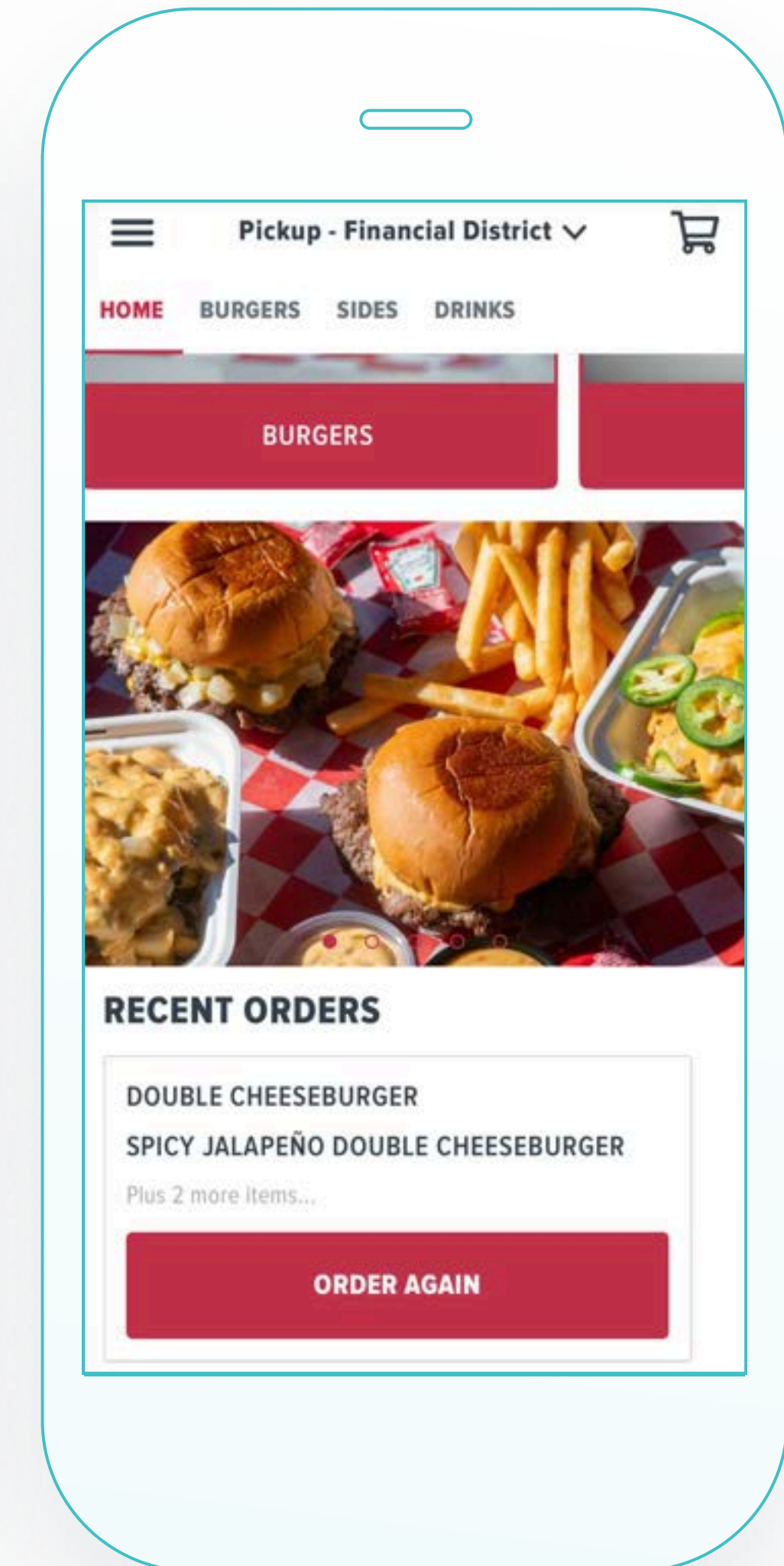
Keep your homepage working hard: feature a limited-time points promotion, enable Recent Orders so guests can reorder in two taps, and update your rewards marketplace regularly so there's always something new to earn toward.



**health nut**  
FRESH OBSESSED | SINCE 1988

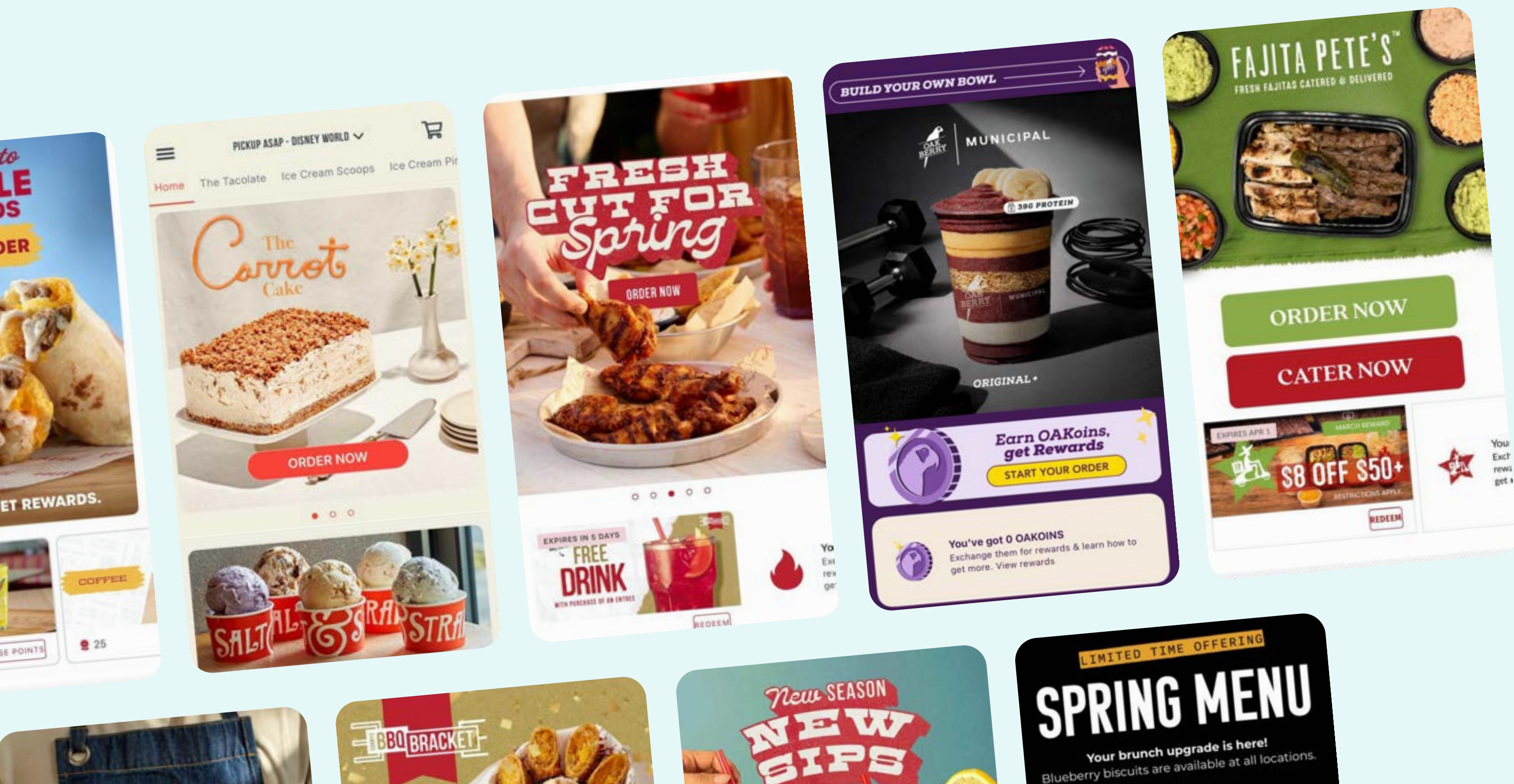


**Sweetfin**



**7<sup>TH</sup> STREET BURGER**

# What the best brands have in common



They refresh constantly



The app never looks the same two months in a row

They make the app an extension of their brand



Give your guests a reason to log back in

They personalize by behavior



Not demographics, not segments — actual purchase history

They create urgency



Limited-time moments drive action

They reward engagement, not just transactions



Games, challenges, streaks

They own the experience



No marketplace middleman, no template constraints



# Your app could look like this.

Every brand in this look book runs their mobile app on Thanx — no outside agencies, no developer bottlenecks, no update fees. Just beautiful apps that can be updated anytime and function like a true extension of your brand.

Request a demo [➤](#)

