SOLUTION OVERVIEW

Kana for Quick Service Restaurants

Agentic marketing that helps QSRs activate faster on what's moving the market

THE CHALLENGE

The challenge for QSR marketing teams

Across 18 major QSR brands, 15 had lower customer retention in May 2026 than in May 2024, and of the 12 that grew transactions over the past year, 9 saw retention fall. A discount buys a visit. It does not buy the next one. What is missing is not a better offer. It's the ability to know which guest, in which market, actually needs one.

- **Traffic is falling while checks rise.** Restaurant traffic fell 2.9 percent year over year in November 2025 while average check rose 3.8 percent, and QSR visits fell in four of the first five months of 2026. The brands outperforming led with quality and differentiated menus rather than price.
- **The calendar is locked before the conditions it plans for exist.** Day-part campaigns run on a fixed schedule, blind to weather, local events, and competitor moves, and co-op and DMA budgets are locked quarterly with no way to shift spend when a market diverges.
- **Franchisees can see it, and they're paying for it.** Franchisees contribute 2 to 7 percent of gross sales to pooled marketing funds and want proof the spend moved their stores, not the system average.
- **Siloed technology is the binding constraint.** 51 percent of limited-service brands are already investing in AI, yet 37 percent say siloed technology prevents them from getting full value from it. Team skills rank as the top barrier to agentic marketing.

The cost shows up as margin given away to guests who were already coming in, an offer for an item the kitchen cannot serve tonight, and a weekly comp readout that records decisions made three weeks too late.

THE SOLUTION

An agentic marketing operating layer built to learn

Kana is an agentic marketing operating layer built to learn, so a restaurant marketer's judgment and decisions compound instead of getting rebuilt from scratch every promotional window and every franchise market. It is not another dashboard and not a chatbot. Kana agents pursue a goal, plan the steps, act across your systems, evaluate what happened, and adapt, all inside the policies you set.

Kana sits on top of the stack you already run. It connects by API to your POS, ordering platform, loyalty program, CRM, warehouse, and ad platforms (including Toast) with no data migration, no rip-and-replace, and no new governance gaps. The result is national logic with local execution, and a better return on the martech and adtech investments you have already made.

HOW IT WORKS

Applications on a shared knowledge graph

Kana deploys a set of QSR marketing applications on a shared knowledge graph that maps your day-part structure, menu architecture, franchise map, co-op boundaries, and loyalty economics. Each application starts with on-demand answers, progresses to always-on monitoring, and expands toward outcome-driven autonomy only as governance and confidence build. For QSR companies, we recommend approaching them in this order:

Kana Marketing Intelligence: connect campaign spend to store-level sales
Unifies ad, POS, loyalty, ordering and delivery-platform data so campaign spend, check size, visit frequency and guest lifetime value can be seen together, by market and by store. Plain-language questions replace hours of reconciliation. The number that reaches the finance review, or a franchise advisory council, holds up because it came from your own systems rather than platform-reported conversions.

Kana Audience Builder: build the segment, not just the demographic
Builds sized, suppressed segments straight from your CRM and loyalty data in minutes rather than through a two-week ticket to the data team. Suppression matters more than sizing in QSR: the guest you should not send the offer to is usually the one who was already coming in.

Kana Campaign Orchestrator: spend that follows the market, not the national average
Shifts budget toward whatever channel is converting right now, with your team approving every move. High-variance markets stop being stuck on the national mean, and the franchisee conversation starts from real store-level numbers instead of a system average.

Kana Personalization: offer logic built per member, not per program
Builds individualized offer logic for each loyalty member, so every offer is aimed at adding a visit that was not already coming, instead of sending the same reward to a weekly regular and a lapsed guest alike. This can be an exceptionally valuable application, but it is the most dependent on the three applications above being stable first.

From connection to value
Kana's team scopes the connection list with you and sets timing per engagement, based on how your systems are actually wired, with Forward Deployed Engineers working inside your environment through onboarding. We recommend scoping the first engagement around a connection rather than a campaign, starting with Marketing Intelligence, then layering in Audience Builder and the remaining applications once those connections are stable.

HOW IT WORKS — CONTINUED

Enterprise grade, by design

- **Integration that writes as well as reads:** agents update records, trigger workflows, and create tasks across your POS, ordering platform, loyalty program, CRM, warehouse, and ad platforms.
- **Governance enforced before the action:** role-based permissions, data-level visibility aligned to human permissions, and audit inheritance. A franchisee's store data is not corporate's to use however it likes, and only pre-action enforcement survives a franchise agreement.
- **A complete audit trail:** every decision, input, rejected alternative, and failure recorded immutably and searchably, so you can show a franchisee exactly why their market's budget moved.
- **Continuous evaluation:** accuracy, tool use, compliance, and cost monitored against production, so a system validated on last quarter's menu holds up through the next limited-time offer cycle.
- **Bounded risk and determinism:** output grounded in verified sources and consistent across calls, so it can support co-op reporting obligations, with human review for high-stakes decisions.

HOW YOU BENEFIT

Offers, audiences, and budgets that respond to each market now

Kana collapses the translation layer between a field marketer's judgment and the systems that execute on it, so offers, audiences, and budgets respond to what is happening in each market now. For marketing leaders, that means fewer wasted discounts and a franchisee conversation grounded in store-level evidence. For technology leaders, the knowledge graph becomes a durable data asset that compounds in value, governed by your policies and maintained by Kana.

- Protect margin by suppressing offers to guests who were already coming in
- Move budget toward the markets and channels that are converting
- Build segments in minutes rather than weeks
- Scale analysis and execution across thousands of restaurants without scaling headcount
- Stop promoting items a store cannot serve tonight
- Show franchisees, with a dated record, how pooled marketing funds moved their stores
- Drive incremental visits with offer logic built for each member

WHY KANA?

Why Kana builds with you

QSR marketing leaders have historically been offered two options: build, which is expensive and brittle and never finishes, or buy, which fits generically and then costs time, money, and resources to integrate. Your franchise structure is not your competitor's, and neither is your day-part mix or your co-op math. Kana represents a third way, which we call Build-With: a complete application shaped to your workflow, configured to your data, governed by your policies, and tuned to your tolerances, **with the precision of a custom build at the scale and speed of enterprise SaaS.**

Here are a few more ways in which we're proud to be unique:

- **Agentic AI Built by MarTech Architects:** Our founding team has spent decades at the intersection of AdTech and MarTech.
- **Data Governance and AI Policy Management:** Centralized data governance and policy enforcement provides a layer of trust and satisfies AI security audits. Your data, and your franchisees' data, remains protected.
- **Speed to Action:** We deploy into your existing stack and move you from raw data to revenue-generating insight in minutes.
- **No Assembly Required:** No agent studios or toolkits to maintain. We carry the technical tax of model updates, platform changes, and regulatory shifts so your team does not have to.
- **Future-Proof Architecture:** As your business changes, the agentic layer evolves with it, and every interaction makes it smarter about your business.

Ready to begin your agentic marketing era?

Book a 30-minute demo on your own data.

www.kana.ai

Sources: Kana, Understanding AI Agents for Marketing; Kana, The Agentic Divide, June 2026 (n=225); Facteus, QSR Value Wars Drove Traffic. Most Chains Lost Loyalty., June 2026; QSR Magazine citing Revenue Management Solutions, January 2026; eMarketer citing Placer.ai, August 2026; ANA citing the Qu State of Digital report, July 2026.