Heartland Restaurant serves up email promotions that customers can't resist.

Point of Sale | Heartland Restaurant Email Marketing

Heartland Restaurant integrates with our Email Marketing solution to help your businesses market smarter and faster. It streamlines email marketing activities and keeps track of their success to ensure business owners are optimally reaching their target audience and employing successful promotions that drive more customers to their restaurants.

Collect customer email addresses from kiosks and online orders
Enable email opt-in under Heartland Restaurant Kiosk and Online settings to automatically capture and import customer contact information into the Email Marketing platform for future email campaigns and promotional offers.

Easily create promotions once
Promotions created in Heartland Restaurant are shared with the Email Marketing portal in real time, where businesses can define an email campaign, attach a promotion to it, and send it to a filtered selection of customers.

Automate email marketing campaigns
Heartland Restaurant works with Email Marketing to automatically send emails to customers on special occasions, with special offers:

- Welcome emails to customers opting in to email messaging.
- Thank you emails to customers on their one-year anniversary of shopping at your business.
- Congratulations emails to customers on their birthday.

Benefits

- **Build a strong marketing platform** to increase sales and brand awareness.
- **Quickly create email campaigns** to promote new items, special deals and events with customizable templates and drag-and-drop editing.
- **Measure campaign performance** by tracking how campaigns are impacting new and repeat business to increase sales volume.
- **Track the return** on advertising and marketing dollars spent.
- **Optimize marketing results** by targeting the right communication to the right customers, prioritizing the most effective efforts, and quickly recreating them.
- **Embed an online form** into a restaurant website to collect contact information and upload opt-in customers into mailing lists.
- **Reduce fraud** by creating unique coupons that can be redeemed on Heartland Point of Sale, Guest App, Kiosk and Online Ordering.

Name
Email Address
Phone Number

heartland.us/point-of-sale

*A **Global Payments** Company*