

Personalize.AI™

MADE BY  ZS

OPTIMIZING OFFERS
AND MESSAGING FOR QSR

Rapid experimentation to drive consumer behavior



Impact by the numbers



6%

Lift in email open rates



20%

Lift in click-through rates

The challenge

A well-known quick-service restaurant (QSR) brand in the U.S. dedicated to offering fresh, high-quality meals in a welcoming setting sought to cater to its ever-growing customer base and change purchase behavior by providing the most suitable offers. It needed a strategic partner to help scale the right variants, implement rapid content testing and balance profitability with engagement.

With numerous offer types—such as buy-one-get-one-free items and percentage discounts—the chain needed a systematic way to identify and scale only the highest-performing variants. Traditional methods for testing promotional messaging, such as subject lines, copy variations and creative design, were too slow to keep up with evolving consumer preferences. Additionally, offers had to strike the right balance between motivating consumer action and preserving healthy margins.

The solution

Personalize.AI™ by ZS was applied to rapidly test and optimize promotional offers and messaging, including:

- Multivariate testing for creative, copy and offer types
- Real-time tracking for agile optimization
- Contextual targeting by segment preference
- Gen AI-generated content variants

Personalize.AI combined its experimentation engine with gen AI-powered content generation to dynamically test, optimize and personalize offers and messaging. The approach involved comprehensive offer and content testing, including item introductions, discounts, messaging tone, subject lines and creative design. Contextual targeting aligned messages with segment preferences, while real-time tracking quickly identified winning variants for scale.

The impact

The rapid experimentation approach significantly improved digital marketing performance. The program delivered a **6% lift in email open rates** and a **20% lift in click-through rates**. By combining Personalize.AI's rapid experimentation engine with gen AI-powered content creation, the client was able to refine messaging for relevance, speed time to performance and balance revenue lift with margin protection.

HEAR WHAT FORRESTER HAS TO SAY

ZS's personalization capabilities are exceptional, making it an ideal choice for large enterprises in healthcare, pharma, medtech, (quick-service restaurants), airlines and retail.*

* The Forrester Wave™: Customer Analytics Services, Q2 2025

[Learn more](#) about how major QSRs are driving value with Personalize.AI.

About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide.

