

Personalize.AI™

MADE BY  ZS

AI-powered personalization for QSR

A major U.S. QSR brand elevates customer engagement



Impact by the numbers



\$100 million+

*Incremental lifetime revenue
to date*



70%

*Increase in net revenue per
targeted customer*



4x

*Return on marketing
investments*

The challenge:

A well-known quick-service restaurant brand in the U.S. with a broad national footprint faced an engagement challenge. Its \$50 million in marketing was producing suboptimal results. Its existing personalization strategy resulted in ineffective targeting, inefficient spending and modest customer engagement. With over 100 campaigns run annually, the client urgently needed to identify the optimal offer types, value propositions and product recommendations tailored precisely to each customer's unique preferences and behaviors.

The solution:

The client leveraged Personalize.AI™ by ZS, an AI-powered platform using predictive modeling and real-time experimentation.

- Predictive machine learning models to target engagement
- Real-time experimentation and agile campaign iteration
- Multivariate testing: tone, offer, pricing, creative, product
- Context-driven journeys (churn, upsell, cross-sell)

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

Unlike static personalization solutions, Personalize.AI dynamically assigned each customer to contextually relevant journeys (such as churn prevention, upselling and cross-selling) that are informed by robust historical and real-time customer data. Its multivariate testing capability evaluated messaging tone, offer type, product selection, creative and price point—ensuring optimal marketing spend.

The impact:

The initiative had a transformative impact on both the brand's bottom line and customer relationships.



6%+

Overall revenue lift



\$4+ ROI

For every dollar spent on marketing

In addition to generating \$100 million+ in incremental revenue and a 70% lift in targeted customer revenue, the program improved retention and positioned the brand competitively through precise product and messaging alignment.

Learn more: [QSR: Personalized restaurant experiences and customer engagement | ZS](#)

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.

