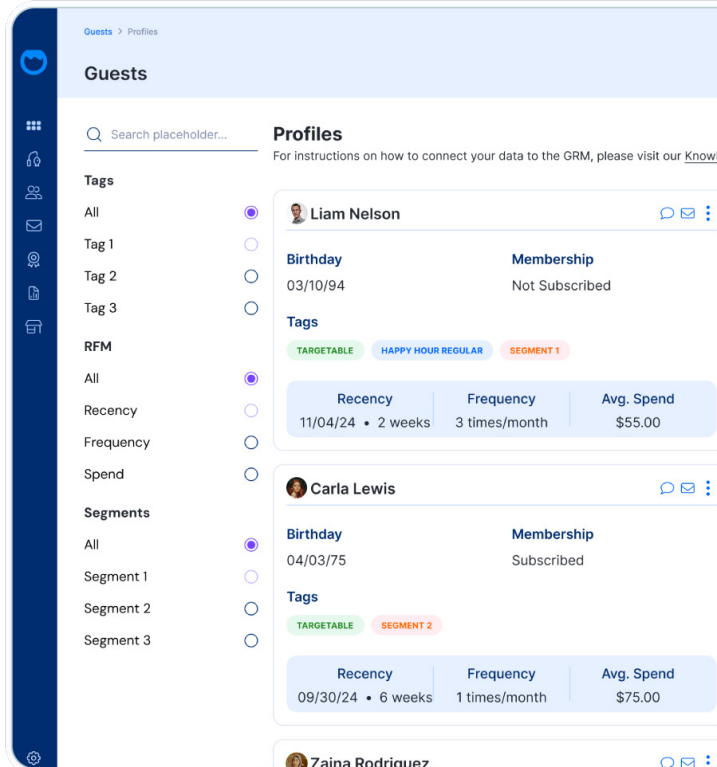





Turn Guest Behavior Into Repeat Visits


GUEST MARKETING AND LOYALTY POWERED BY REAL VISIT BEHAVIOR ACROSS EVERY LOCATION, ORDER, EVENT, AND SERVICE CHANNEL.




The GoTab + Fishbowl integration connects operational guest data directly into Fishbowl’s restaurant-specific CDP and marketing platform. Operators can recognize repeat guests, segment audiences based on actual visit behavior, and automate personalized engagement that drives repeat visits, memberships, second rounds, and stronger destination loyalty.


KEY FEATURES


 **Unified Guest Profiles**
GoTab transaction data feeds Fishbowl automatically, creating richer profiles based on visits, spend patterns, preferences, and ordering behavior.


 **Marketing Powered by Real Visit Behavior**
Segment guests by frequency, loyalty status, visit history, and engagement to deliver more personalized campaigns.

 **Destination-Level Loyalty**
Build loyalty around the entire venue, food hall, brewery, hotel, or entertainment destination—not

BENEFITS

 **Recognize High-Value Guests**
Identify regulars, event attendees, lapsed guests, and high-frequency visitors automatically.

 **Connect Every Guest Interaction**
Unify guest activity across QR ordering, kiosks, handhelds, tabs, events, and multi-vendor environments.

 **Turn Guest Activity Into Repeat Visits**
Use operational guest data to power personalized offers, lifecycle campaigns, and post-visit engagement that brings guests back more often.