



# Online Ordering Twice as Nice



## Overview

Twice Daily is a convenience store brand that features customizable hot and fresh breakfast, lunch, dinner, snacks, and bakery offerings to power your day.

[www.TwiceDaily.com](http://www.TwiceDaily.com)  

84  
LOCATIONS

122k  
LOYALTY MEMBERS

*"At Twice Daily & White Bison, our focus is on conveniently delivering quality food and beverage. Especially with the 2023 launch of Made to Order food in our stores, online ordering through Paytronix has provided easy menu management and customization while providing a smooth experience for guests. White Bison visitors have always loved ordering their daily coffee in advance and now Twice Daily guests are also reaping the rewards of ordering fresh food ahead of stopping in store."*



**Jackson Tolks**  
Loyalty and Mobile Application  
Manager, Twice Daily

# 225% Lift

In sales, with combination of loyalty and online ordering

# 55% Increase

In orders, meeting customers on the go

# 95%

Of orders are from unique guests



## Situation

Twice Daily needed a branded mobile app with online ordering to stay competitive with QSR brands. As the convenience brand expanded its foodservice offerings, Paytronix helped deliver on the digital front. Paytronix built a customized, branded mobile app for Twice Daily that makes their made-to-order items available for their customers on the go. Then, the brand integrated Paytronix Loyalty with Online Ordering to turn first-time customers into repeat guests and increase average order size.

## Competing for a Share of Stomach



### 225% lift in sales

The powerful combination of loyalty and online ordering is increasing spend and frequency.



### 55% monthly lift in orders

A growing online ordering program enables Twice Daily to meet customers where they are, creating additional purchase occasions.



### 95% increase in unique customers

Twice Daily's order-ahead is acquiring new customers in the name of convenience.