If I customize the image in the email to reflect your prior purchases, so if you are a turkey guy and I show you the product image of the turkey, we get an 8% lift in orders. 8% lift in orders! Not open rates, not click rates--actual sales! And that's just from customizing the product image. You cannot do that without a digital infrastructure and marketing technology to power that.

We have increased the number of loyalty members who are joining our program by 10 times what we had in our old legacy program. Our digital ordering volume is double that of what it was just one year ago, and that is without any paid advertising or acquisition activities at all. So we could not be happier or more fortunate that it's paying off. Your consumers are telling you how they want to interact with you: if you're not on mobile devices, if you're not using video, if you don't have a loyalty program, if you're not customizing, you're really behind the times. It's not even a question of leap-frogging the competition, it's about meeting the minimum expectations.

63% of consumers have no idea what they’re going to eat for lunch within an hour of eating lunch, and 44% of them actually check their smartphones to inform that decision.