



Connie Shelton
SVP Strategic & National Brands

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Merchant
Centric™

What is Merchant Centric

Increases revenue through...

- **Online branding**
- **Customer engagement**
- **Consumer analytics that deliver insights and actionable intelligence**





**YOUR
FEEDBACK
MATTERS!**

How does Merchant Centric help?

- **Optimizes online business listings**
- **Enhances guest-engagement**
- **Spotlights guests feedback to deliver insights so you know where and on what to take action**
- **Provides reporting to share trends and results with your teams**

Social media is influential



- Optimized online business listings drive more foot traffic to your locations
- A positive reputation detracts consumers from your competition

55% of Wetzel's reviews are positive while **65%** of our competitors reviews are positive

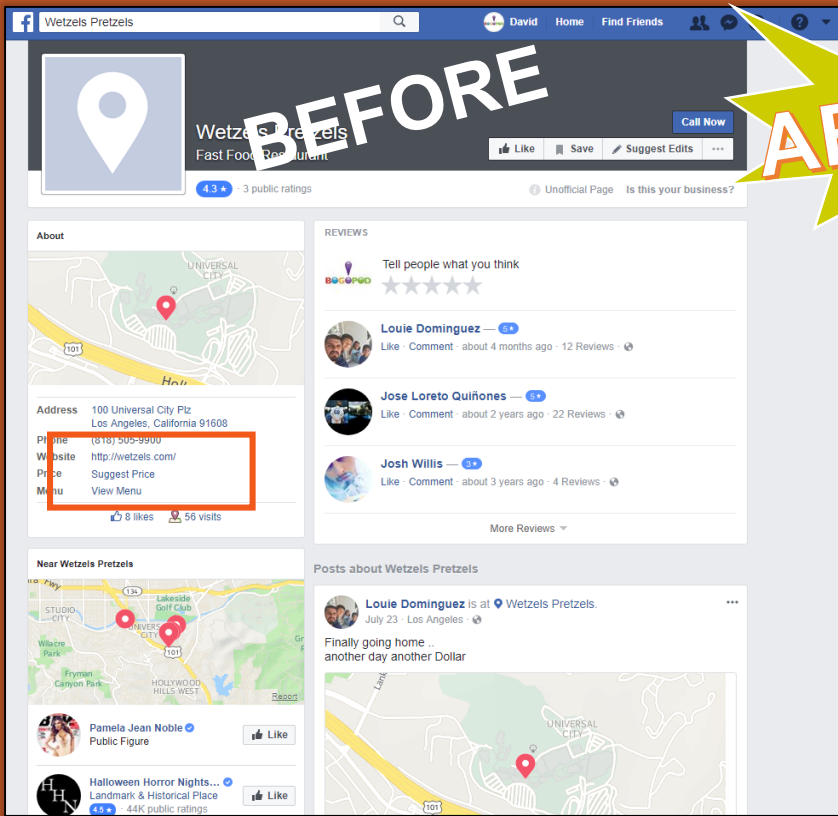


Wetzel's average star-rating is **3.3** while our major competitor's is **3.7**



A 1-star rating increase can improve sales by **4%-9%**





AFTER!



UNCLAIMED PAGE:

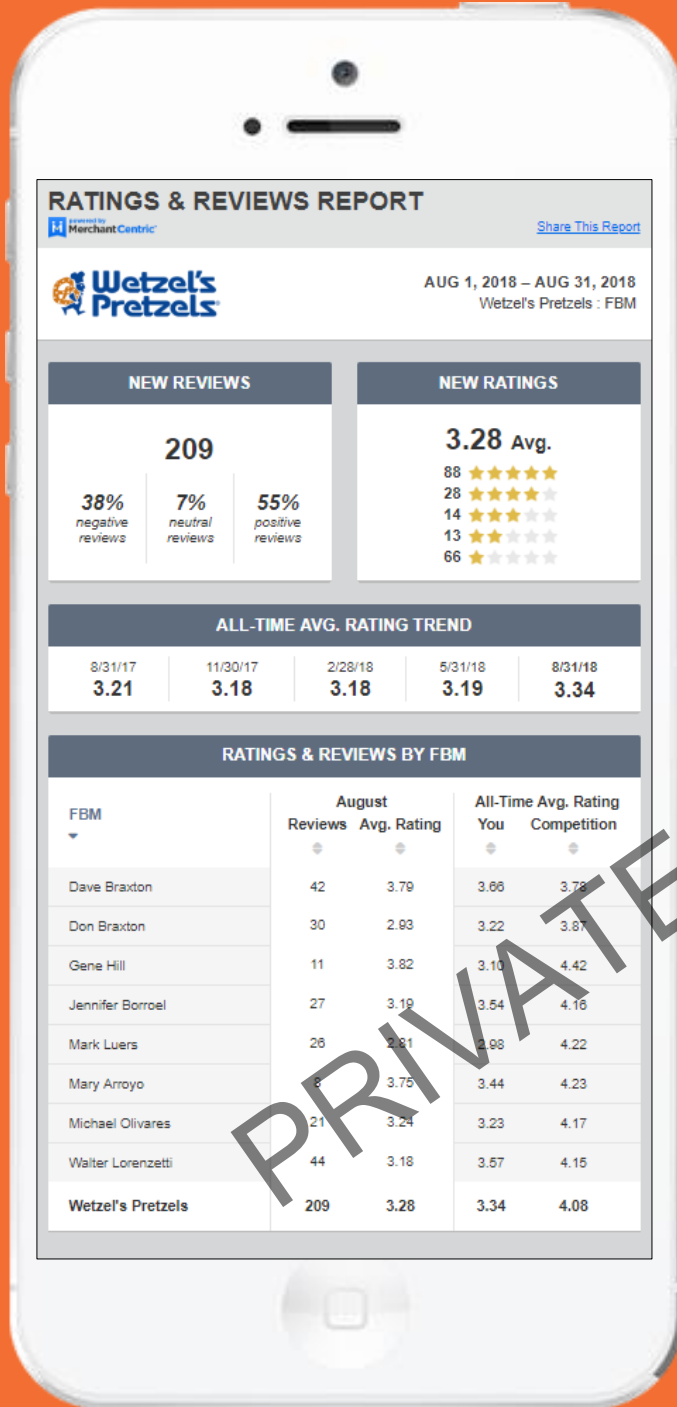
- Incorrect Address
- Missing Hours
- No Branding
- Missing Photos
- Cannot Respond to Consumer Reviews
- Cannot Edit Business Info

(Hours, Description, Categories, Etc.)

Google
yelp.
facebook
tripadvisor®
FOURSQUARE

**Optimized sites to
drive traffic and
improve branding**

Reports help you take action



- **Track your star-rating trend**
- **See how your location compares to local competition**
- **Understand themes within the guests feedback that may be impacting sales**
- **Working with FBMs and outside customer service representative to respond to customers and relay information to you**

Wetzel's Pretzels and Merchant Centric

**Average
star-rating
is 3.3 and
improving**

**Business
listings
are brand-
optimized**

**Customer
reviews
can now be
summarized
and acted
upon**

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Wetzel's Pretzels®

2018 WETZEL'S PRETZELS FRANCHISE CONVENTION