

Raport UpMenu o zamówieniach online

WPROWADZENIE

1MRÍ•] PEXE SHO»H TV^]KSXS[EPM Q] HPE ;EW SV
 FI^TS VIHRMS ^I WXVSR] MRXIVRIXS[IN VIWXEYVEC
 HIPMZIV] [4SPWGI K[E•XS[RMI WMÍ VS^[MNE• ;VE^
 V]ROY ^[MÍOW^E•E WMÍ MPS ½ M [EVXS ½ ^EQ¬[MID
 ^EOYTS[I

; IJIOGMI [EVXS ½ V]ROY HSWXENIHFENHES [V]SPO RI[HIPMZIV] ^C
 WGI TV^IOVSG^]•E QMPMEVH EWXVS KR GLS WEX EOPRMISGMPE X M MPI T
 GSVE^ GÍ GMIN HS ^EQ¬[M]ò []QSWX]EWXWEN»S VR SQ S(I ^EVSM ½- RE ^
 VS^[M]»^ERME MRXIVRIXS[I ^EQM EWX]EPWRS RYW ZE8R() MRXIVRIXS[I
 [X]Q QMINWGY ^EHE ½ T]XEERM I QEQONEMOQYQT[SWMHF] SSH-V]ROY YNÍXIN
 OVSM ½ OE[E•IO XIKS XSVXY HPE RYGSNI \$MIMERQIWW MÍ ^EE V^IXIPR]C
 G^» ½ ^EVEME ½ RE WTV^IHE() NIYRMRMEN] GI SWYQ EWNEIG]Q WTI OYPEGN
 []RMOEGL 1EQ] REH^MINÍ (- H^MÍ
 2MRMINW^] VETSVX TV^IHWXE[MEGWMIQSOPME RWEPMWÍ[]RMS N V^IRMI R
 O¬[WTV^IHE() M G^IWXSXPMS G RPEMQR]I[M]IWIWXERG NM
 X¬UpMenu ^ QMIWMÍG] H^ME•EPRE GM [PEXEGL
 M ;MÍOW^S ½ MRJSVQEGRNM (YGEÍ^QRM]GN RIOWXYV]
 [SHRMIWMIRMY HS HER]GL LMWXS]G^R]GL ^ XEOMIKS
 WEQIKS SOVIWY ^ PEX M 'S [E(RI VE
 TSVX RMI SKVERMG^E WMÍ NIH]RM]SWS%RRE YXSVEN
 MPS GMS[GL WO•EHEN»G]GL WM]M IWIW XEYVHY 9T1I
 GNM EPI TSVYWA E V¬[RMI(O[IWX]G EORIE RYNEW\$YTQIRY
 O¬[^EOYTS[GL M ^EGLS[Eò- SW-F ^EQE[MEN»
 G]GL NIH^IRMI SRPMRI 4V^]KSXS[YN»G VETSVX
 Y[AKPÍHRMPM Q] RENMWXSXRMINWAI HERI OX-VI YOE^YN»



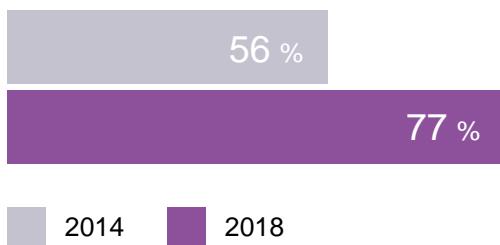
DANE UPMENU O RYNKU = \$ 0 • : , (Ń 2 1 / , 1 (

6 E T S V X UpMenu S V] R O Y ^ E Q - [M I ö S R P M R I T S H ^ M I P S
X I Q E X] G ^ R] G L G ^ I G M (E R I T S G L S H UpMeñu W X E X] W X]
M + S S K P I % R E P] X M G W ;] R M O M S T E X V ^ S R I W » O S Q
R E R E W ^ I N [M I H ^] M H S [M E H G ^ I R M Y [F V E R () K E W]

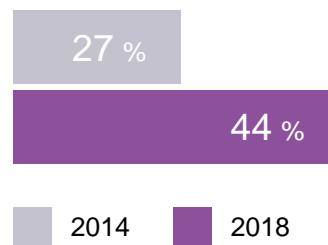
Ruch na stronach WWW

2 E T V ^ I W X V ^ I R M S W X E X R M G L P E X X] T R E Q ^ V R M H ^ I A / - 8 E W H X M E C N E - [F V E
S W - F O S V ^] W X E N » G] G L ^ I W Q E V X R U S R Q [E M + M R M] I G L W Y S M I S H F M G M I [V
H ^ I ö Q S F M P R] G L 1 E R E X S [T •] [V ; S ^ V + W X E I G V L R S R S -
K M G ^ R] W T E H I O G I R N E O M [V S W X T S T Y P E V R S G M X I K S

Ruch z desktopu



Ruch z urządzeń mobilnych



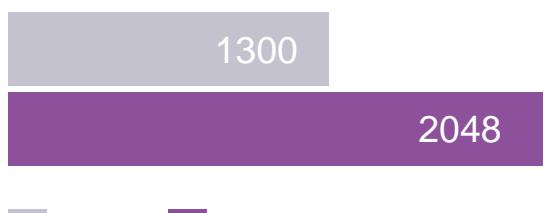
2 E WXVSREGL MRXIVRIXS[]GL VIWKE[YWEAGYNM WFMIH »[GSCEPR] XVIRH I
OPMIRUPEOM VYGL ^ YV^»H^Iò Q;SFMPVRXGVEGNM GSVE^ G^I GMIN
[^V~W• RMIQEP H[YOVSXRMI [WXSWYVROM^HQS Q\$FWPR]GL ^[•EW^G^
RMIKS FEHERIKS SOVIWY [MEX NRWIKSNKEHDR]Q^INIWX ^EHFER
QSFMPI GS S^REG^E (I FVER(WXKSWXMSWKEQMSGNM [-RXIVRIGM

> EQ-[MIRME ^ [•EWRIN WXVSR] MRXIVRIXS[IN

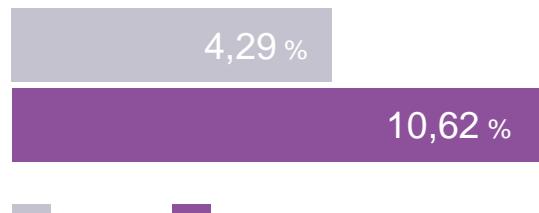
2 E TV^I•SQMI QMRMSR]GL PEX V-[RSG^I RMI SFSO TSTYPEV]^EGN
RIKS ^QMIRME• WMÍ V-[RMI(WX]P ()GME M RE[]OM ()[MIRMS[I 4SPE
W^]FW^I XIQTS REW^IKS ()GME [VÍG^ [QYW^E RE REW ^EQE[MERMI
RE V]ROY HSWXE[NIH^IRME [^VEWXEM [GM»(FÍH^MI [^VEWXE•E PM

VIHRME MPS ½ ^EQ-[MIò [SWXEXSMQMSOE[WMMR[EGMS-GS [^V~W• [W
W•E 8S E([MÍGIN RM([[IWSNOM ^8EOM[MIò SRPMRI [WXS
[^VSWX WTV^IHE() [MRXIVRIGMI THOMERYWIXNSQJM MSXIR/ RIXS[IN VIW
GNE• HV^IQMI [^EQ-[MIRMEGL SRPEORMI TASSBGRXTVS^H[MIH^MR WXVS
OSRYN» WMÍ HS ^EQE[MERME NIHMRIMÉ•STMRIMI-OR XIE/CR+XMRME ; WX
'SVE^ [MÍGIN GSH^MIRR]GL WTVE[[^E-EVK{MSERN»R M WQMEIGM H[YOVSXRMI
E ^EHFERMI S TSWM•IO WXENI WMÍ [•E RMI NIH» ^RMGL

Średnia ilość zamówień na jedną restaurację



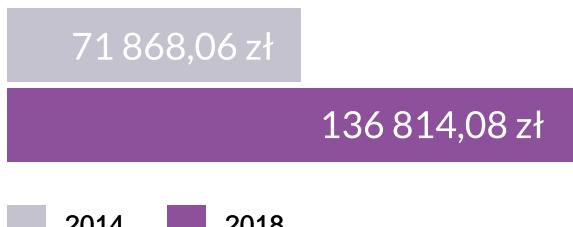
Współczynnik konwersji zamówień



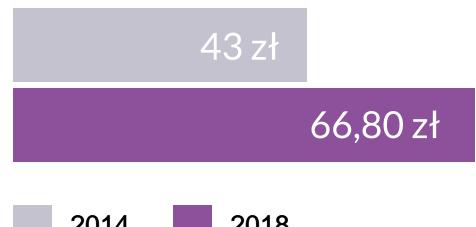
;T•][RE XS QEN» SK-PRI XVIRH]S&MÍ[OWGMRIMÉMÍ SW^IRMI TSTYPEV
 TYPEVRS GM ^EQE[MERME TV^I^ NRKIVRME SERPWR[RSWIE^ TVSGIW] M
 REW^E YWXE[MG^RE TVEGE REH BSWKSRERASRHQENREMOHS REW^IKS
 GM H^ME•ERME W]WXIQY 9T1IRYJYRQGMMME^M^RMR(GL ^ TSPIGERM
 VIHRME [EVXS ½ [W^]WXOMGL ^BQXPMIò ORSE(PNMHSRGM OSR ¼ KYVS[ER
 VIWXEYVEGNÍ S ;T•][RE XEOM WXER V^IG^] QE

0ITW^I M •EX[MINW^I [SFW•YH^I NJOGMII RSM EPMWOS [^VSW•E S
 SRPMRI RE WXVSRMI MRXIVRIXSE MNX SITATSNH|RGOKS ^EQ-[MIRME
 HS[S^-[[VIWXEYVEGNM

Średnia wartość zamówień na jedną restaurację



Średnia wartość zamówienia



; TSV-[RERMY HS TSTV^IHRMIKS SOWWYHRE G^» GS
 [^VSW•E V-[RMI(VIHRME [EVXS ½ [W^]WXOMGL ^E-
 Q-[MIò WXEX]WX]G^RIKS OPMIRX VIWXEYVEGNM OX-VE
 TSOE^YNI MPI HER] OPMIRX [HE 87,85 zł E SRPM
 RI [OSROVIXR]Q PSOEPRY 136,61 zł

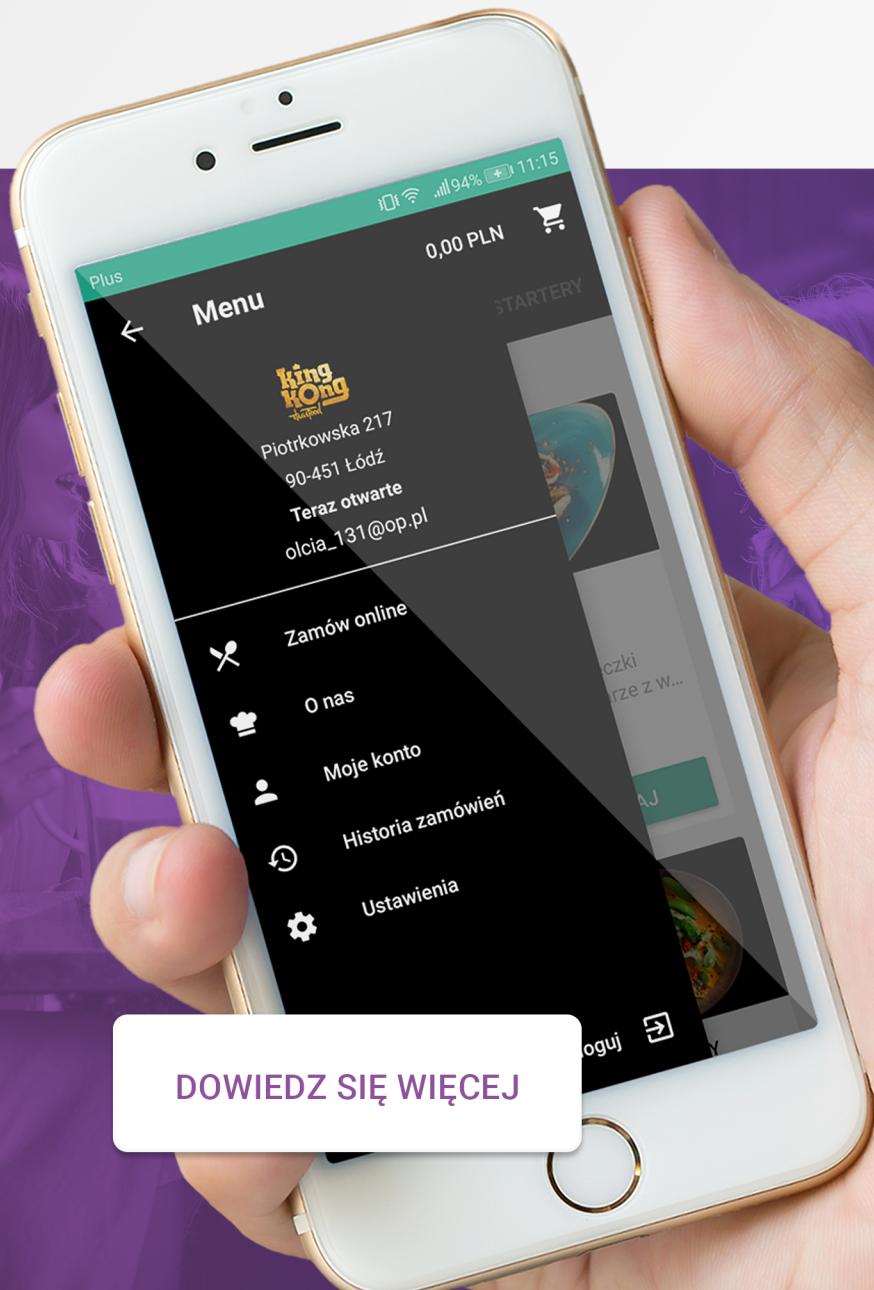
[MEHG^] XS RMI X]POS S X]Q (I 4SPEG] GSVE^ [MÍGIN
 M G^Í GMIN ^EQE[MEN» [VIWXEYVEGNEL 2014 2018 EPI V-[RMI(
 S X]Q (I W» [SFIG W[SMGL YPYFMSR]GL VIWXEYVEGNM
 FEVH^MIN PSNEPRM M GLÍXRMIN ^SWXE[MEN» [RMGL TMIRM»-
 H^I



Zamówienia online dla Twojej restauracji

Twoja własna aplikacja mobilna dla Twojej restauracji

Bądź zawsze z klientem.
Sprzedawaj online w dowolnym miejscu.



DOWIEDZ SIĘ WIĘCEJ

/MIH] VS^E(EQ] O[IWXMI OPMIR] ^EQ-[MIRME [EVXS ^[V-GM% Y[E]^VSW•E MGL PMG^FE NEO M [W PEV]^EGNE ^EQE[MERME NIH^IRM RMI X]POS [MÍGIN 4SPEO-[^EQE X[IQ WXVSR MRXIVRIXS[]GL VIWX XI(^REG^RMI G^Í GMIN RM(PEXE XIQY

G^] [MIW^ T
2ENFEVH^MIN PSNEPR] OP
[GM»KY FEHER]GL OMWMÍG
[]HE• RE ^EQ-[MIRME SRPMR
^•

Unikalni klienci

44 264

194 000

 2014  2018
Wskaźnik lojalności

2,2

2,6

 2014  2018

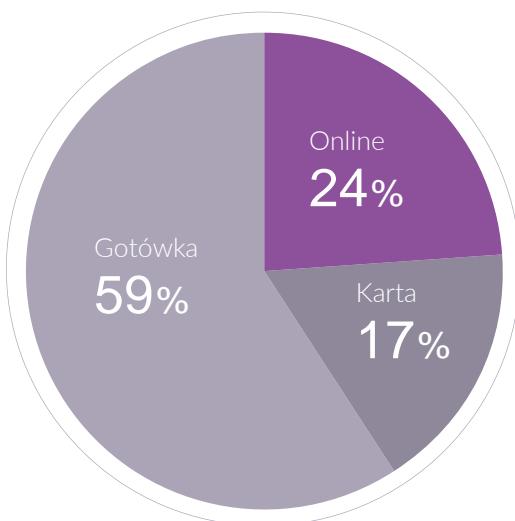

G^] [MIW^ T
^EQ-[MIRME SRPMRI ^I MRXIVRIXS[IN M ETPMO NIHRIKS ^ REW^]GL OP []KIRIVS[E•] E([MÍ ^EQ-[MIò RM(TSVXEP# TV^]TEHOY F]•S XS E(; WOEPM VSOY HENI X; SFVSXY [MÍGIN RM(RE [•E RMI TSXIRGNE• HV [•EWR]GL ^EQ-[MIRME

6IEWYQYN»G RE TV^I•SQMI PEX I Q-[MIò SRPMRI ^REG^RMI [^VSW•] [MIPI G^]RRMO-[3H VS^[SNY XIGL V]^EGNM YV^»H^Iò QSFMPR]GL TS WX]PY ()GME M RE[O-[()[MIRMSI TS GM»K•I HSWOSREPIRMI JYROGI 9T1IRY OPMIRGM VIWXKEYVEGNM W ^EQ-[MIò M VSFM» XS GSVE^ G^Í QWXEX]WX]G^RIKS ^EQ-[MIRME [GM

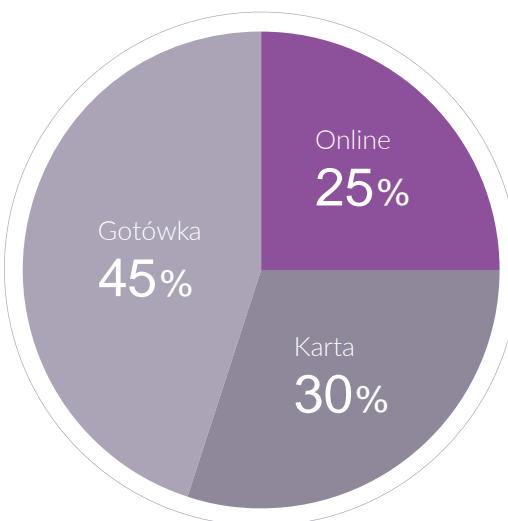
4 • EXRS GM [^EQ¬[MIRMEGL SRPMRI

2E TV^IWXV^IRM G^XIVIGL PEX ^QMIRM•] WMÍ V¬[RMI(RE[]OM OPMIF RME SRPMRI 4SPEG] TSPYFMPM T•EXRS GM IPIOXVSRMG^RI [WOE& []OVIWEGL 1S(RE TS[MIH^MI½ (I TVSTSVGNE ^SWXE•E SH[V¬GSRE Q¬[MIò ST•EGSRS KSX¬[O» E VIW^XE H^MIPM•E WMÍ QMÍH^] T•EXRS OMGL T•EXRS GM WXERS[M» [•E RMI XI IPIOXVSRMG^RI 9H^ME• SW•

Płatności w roku 2014



Płatności w roku 2018



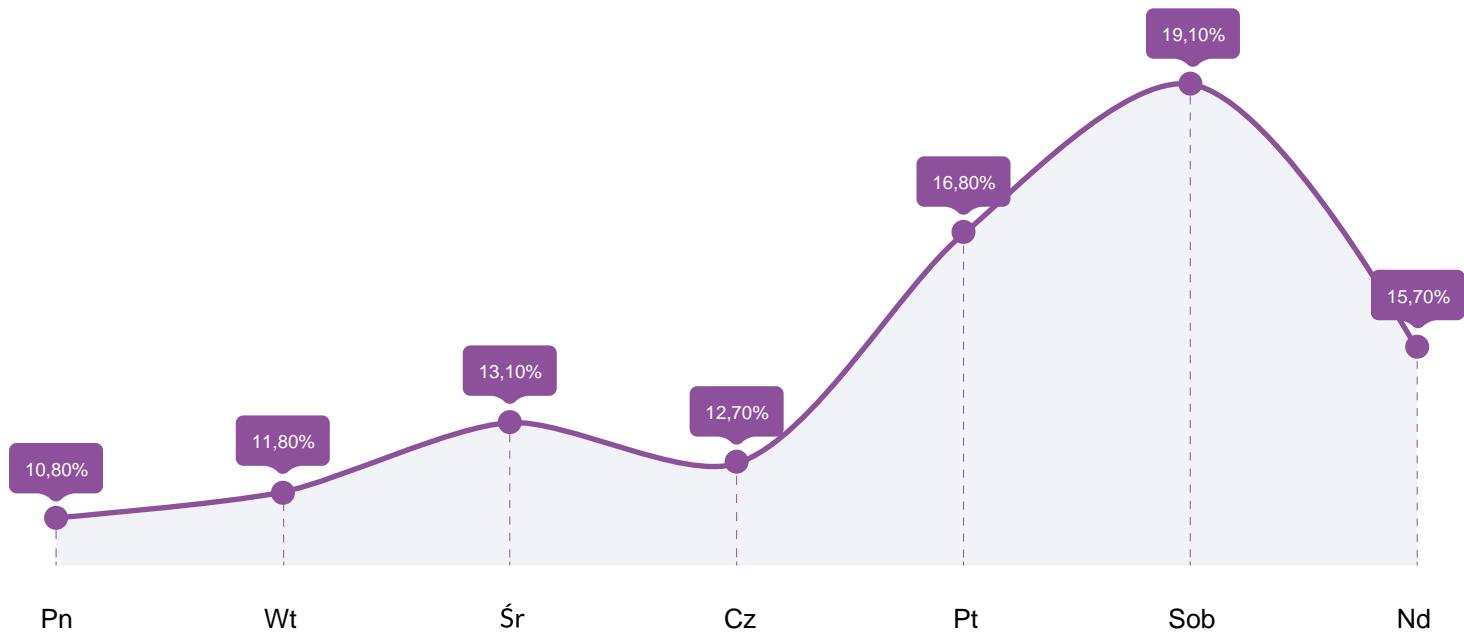
4 • EXRS GM IPIOXVSRMG^RI W» HNEH4ISRPNEIOSRRTIVSSWXYS ^I WXVS []KSHRMINW^» STGN» VIKYPS[ERNKE(^ISFTSMOD^GENM; QSFMPRIN T•EGIPI XS [MÍG YQS(PM[M½ W[SMQ OPMIXXSQWEIQY[MRXVGRQXS[IKS F»H& O

Czas zamawiania

4 V^I[MH][ERMI MPS GM ^EQ¬[MIò [OSROVIXR]GL HRMEGL M KSH^MRI
H^IRME SVKERM^EGNM TVEG] 1EN»G HSWXÍT HS WXEX]WX]O M HER
SHTS[MIHRMS ^ETPERS[E½ PMG^FÍ TVEGS[RMO¬[M MPS ½ TSXV^IFR

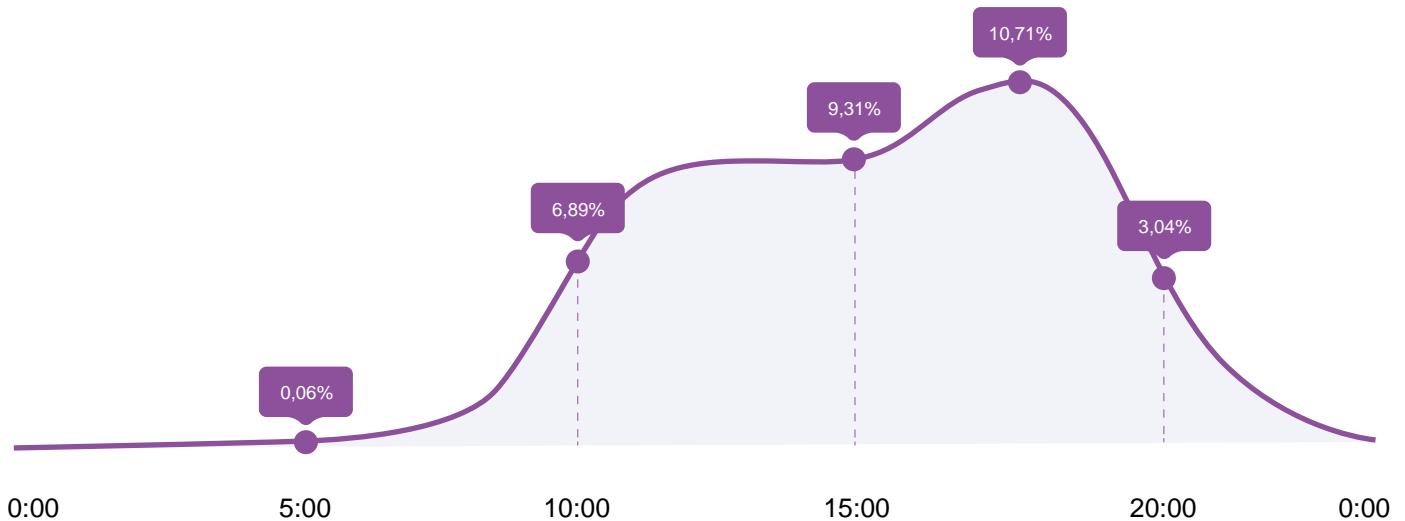
% F] TV^IHWXE[M½ NEO TVSGIR XSS [GSM]]KEP[HEEP[NOWIRWEMI [MHSG^R]
^EQ¬[MIò [X]KSHRMY M [GM »K[YVISSVFX] PMG^SF]^]EQ¬[MIò [VSHÍ
WXEPM Q] []OVIW] PMRMS[I 3G^]EQ¬[GMIò R^E[NK[SMÓYWMI G^EVXOY /S
MPS GM ^EQ¬[MIò WT•][EN» TS^SQSR]MNGWX] KHSHTRMES [TM»XIO ;
OMIH] 4SPEG] WTSX]OEN» WMÍ [TM]R EXG/MRHQRIE^V[SEHRMME VSH] ^C
R» H]WTSRYN» [SPR]Q G^EWIQ FOMH&] SXSK^ERIÖSYQS»4SPEG] TS[SPM
TV^]NÍGME S [IIORH^MI M [MÍXYN» VSHIO X]

Procentowy rozkład liczby zamówień w ciągu tygodnia



.I PM GLSH^M S VS^O•EH KSH^MRS[] REN[MÍGIN ^EQ¬[MIò SRPMRI ^HE WMÍ [TSV^I SFMEHS[IN -GL PMG^FE [XIH] WXSTRMS[S VS RMI F

4VSGIRXS[] VS^O•EH PMG^F] ^EQ¬[MIò [GM»KY HSF]

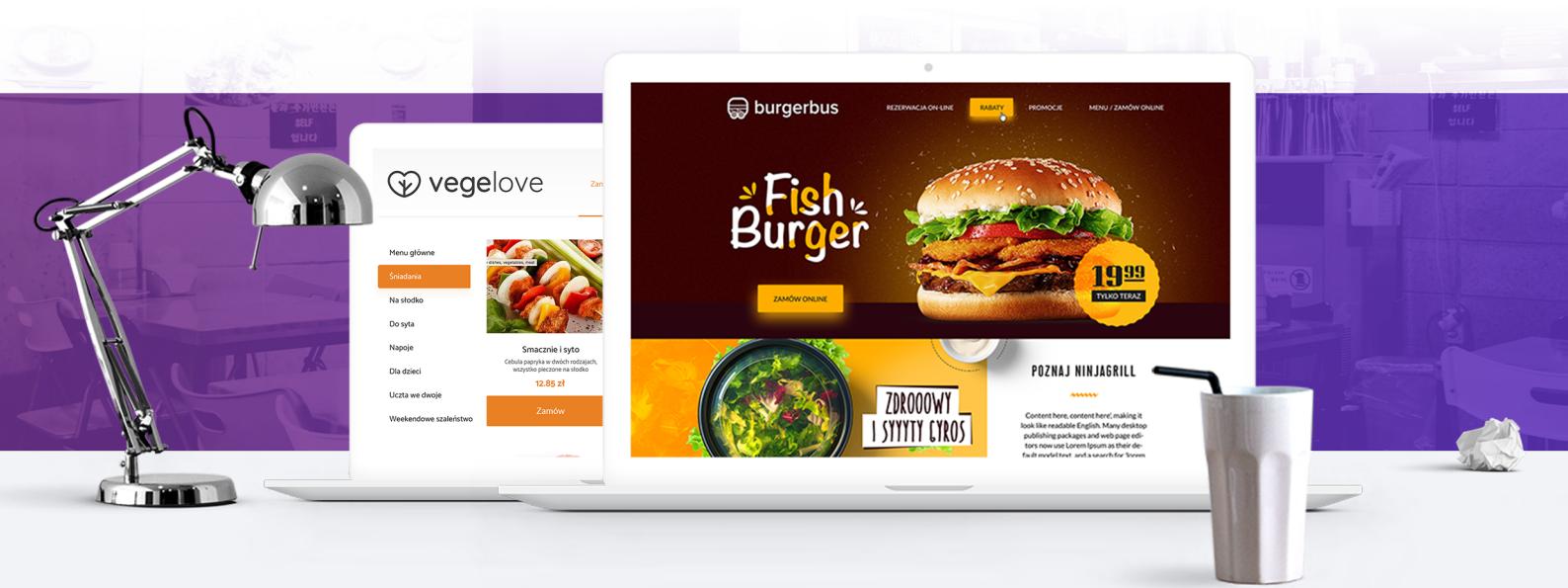


G^] [MIWA (,

H^MÍOM JYROGNM ^EQE[MERME RE TV^]W^•S ½ RE TS^EPE 8[SMQ OPMIRXSQ ^•S(]½ ^EQ¬[MIRMI RE[(^MÍOM XIQY QSK» WO•EHE½ ^EQ¬[MIRME KSH^M QSQIRGMI

PODSUMOWANIE

2E TV^IW X V^IRM SW X E X R M GL PEX 4S PEG] GS VE^ G
M ^EQ E [MEN» NIH^IRMI [HSW X E [MI > EQ-[MIRME S
G^] XI(TV^I^ ETPMOEGNÍ QSFMP R» G^I GMIN ^EW
TV^I^ XIPIJSR



(^MÍOM QS(PM[S GM T•EGIRME SRPMRI G^] XI(OEVX» [HSW X E [MI TV^] WSFMI KSX-[OM 4S^E X]Q H^MÍOM TSPIGERMY HSHEXOS[]GL VIWXKEYVEGNE QS(I [T•][E½ RE [^VSWX [EVXS GM TSNIH]RG^IKS OSW

8S [W^]WXOS [T•]RÍ•S RE ^REG^RMI [MÍOW^]» [EVXS ½ M MPS ½ ^EQ-
RY 6IW X E Y V E X S V^] [OSV^]WXYN»G XVIRH] [FVER() KEWXVRSQMC
MRXIVRIXS[IN G^] XI(ETPMOEGNM QSFMP RIN QSK» ^REG^»GS ^[MÍ
NI ^]WOM

