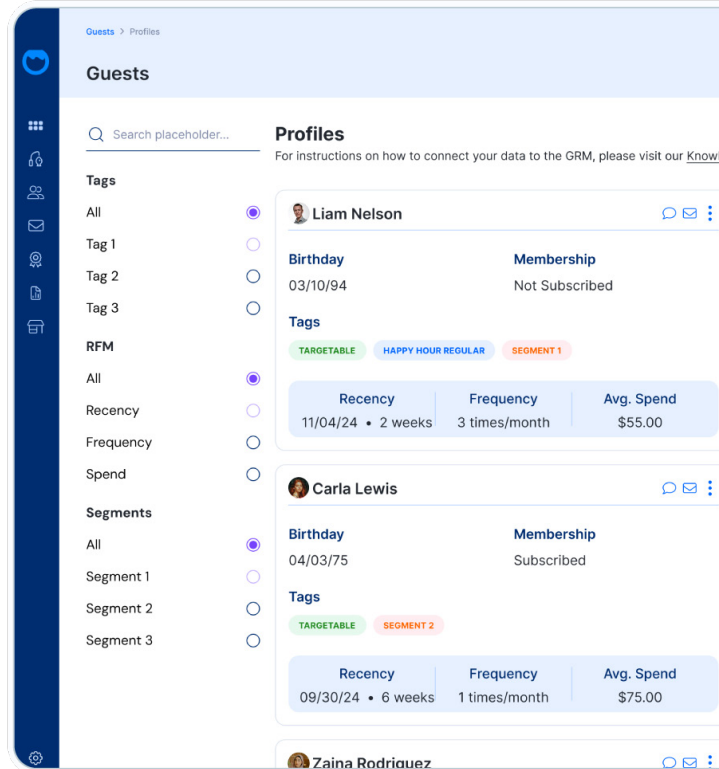


PARTNER FACT SHEET



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

Create richer guest profiles based on visit history, spend patterns, preferences, and ordering behavior.



Marketing Powered by Real Visit Behavior

Segment by frequency, loyalty status, etc. for personalized marketing.



Destination-Level Loyalty

Build loyalty across the entire venue—not just individual vendors or transactions.

BENEFITS



Recognize High-Value Guests

Automatically identify regulars, event attendees, lapsed guests, and high-value visitors.



Connect Every Guest Interaction

Unify activity across QR ordering, kiosks, handhelds, tabs, events, and multi-vendor venues.



Turn Guest Activity Into Repeat Visits

Power personalized offers, lifecycle campaigns, and