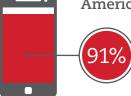
Appetite for Apps

Chick-fil-A One will feed consumers' desire for digital experiences and mobile engagement—which is growing fast.

Mobile Matters



America is a smartphone nation.

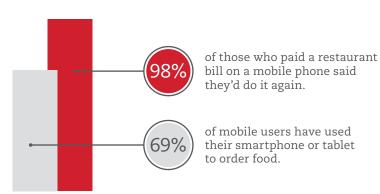
of adults keep their smartphones within arm's reach at all times.



The average American spends **4.7 hours per day** on a smartphone.

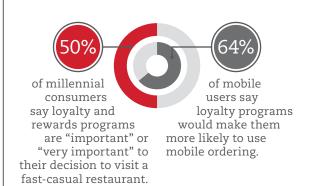
Dining for Convenience

Consumers already use their phones for communication, shopping and travel. And more are using their phones to order, pay for and learn about dining options.



Rewarding Loyalty

Digital experiences are increasingly about customer engagement and brand loyalty—especially for milliennials.



Success Rates

Top restaurant brands are leveraging digital channels and digital-enabled loyalty programs to drive sales and improve the customer experience.



Domino's says 50% of its U.S. sales are now generated through digital-ordering channels.

Starbucks mobile payments account for 20% of all instore sales.

MyPanera loyalty program transactions account for nearly 50% of Panera Bread's systemwide transactions.

Chick-fil-A Goals (by December 2016):



of all monthly transactions through Chick-fil-A One*



of monthly sales through Mobile Orders



active monthly users of Chick-fil-A One App

*Includes payment, Mobile Ordering, Online Ordering or scanning of mobile devices at purchase.

Sources: "Fifty Essential Mobile Marketing Facts," Forbes; Informate Mobile Intelligence; "Mealtime Goes Mobile: Mobile Screens' Impact on Ordering Takeout and Delivery," Interactive Advertising Bureau and Viggle; "Future of LSR: Fast-Food & Fast-Casual Restaurants" and "The Tech Tide Has Turned" Technomic: Mobile Commerce Daily