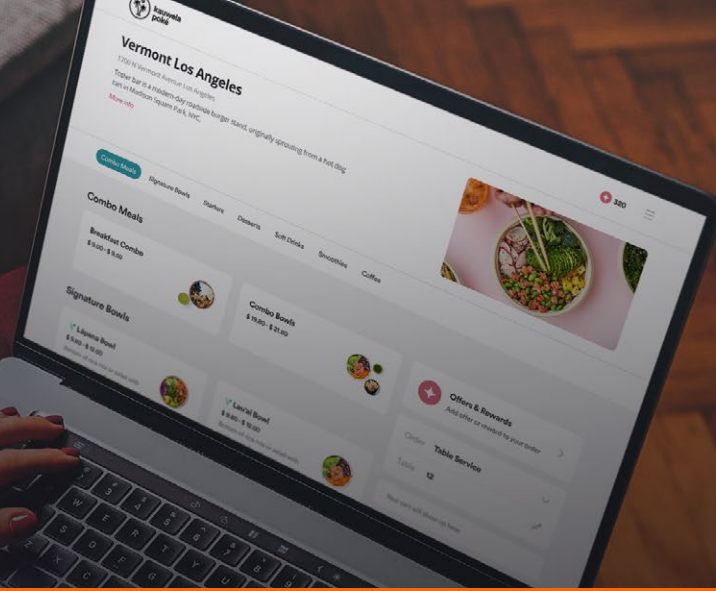




Web App: Direct Linking

Speed up the ordering flow and enhance marketing campaigns using specific links



While competing for customers' attention and conversion, leading restaurant brands continuously invest in exceptional customer experiences. One aspect is related to creating seamless journeys which lead customers straight to a point in your Web App that drives conversions and revenue.

Direct Linking for quicker ordering and personalization

In order to shorten the ordering process and help restaurants guide customers to the exact step in the Web App flow, MENU will initially enable generation and distribution of links (URLs) leading directly to a desired page, with additional use cases to follow.

Without requesting unnecessary information or engaging customers in a multi-step process, you will be able to set up necessary URL parameters of Web App links taking users to the defined destination, such as a venue or an order type, or to a menu with a table number added for table service. You can share specific URLs on your website, email marketing and social media campaigns, or other relevant channels.

The example below gives a brief insight into the URL structure. The exact guidelines will be available in a detailed Knowledge Base article at the time of the feature release.

order.yourdomain.com/directory?order-type=6&coords=40.234,17.345&address=Baker-Street-25

Order Type

User Location

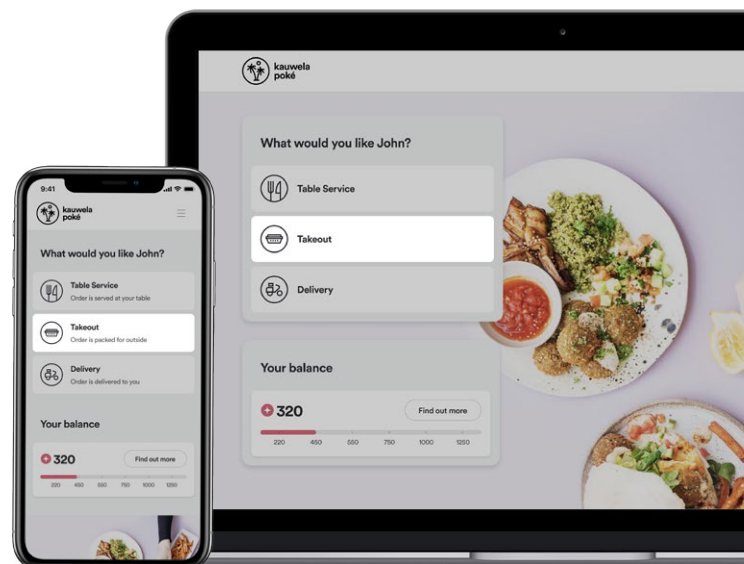
User Address

What are URL parameters?

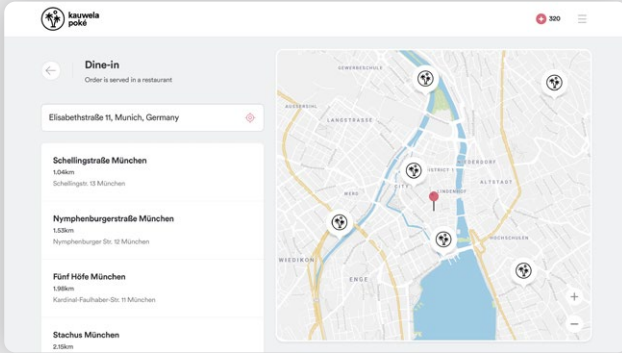
URL parameters define what the page is showing. There can be one or multiple parameters on the page - for example, order type, location and user address.

What is the effect of using specific URLs?

When the URL has already defined parameters that you share with your customers, they will simply skip that step in the flow. For example, if you have an order type already in the URL, when they access it, the order type will be already selected for them.



A selection of possible use cases

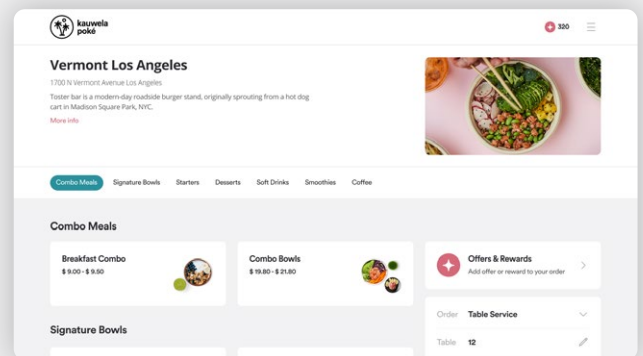


Linking straight to your Restaurant menu

A specific URL includes parameters leading your customers directly to the Restaurant menu page you have defined. In this way, you can promote a desired location and save the time of your customers by eliminating unnecessary steps in the ordering flow. For example you can specify the order type, and for table service you can specify a table number that will be selected for a user.

Order type predefined

Direct linking enables a specific URL for Home and Directory pages. You can easily include an order type inside the URL and allow users to open the Web App with the specific order type preselected. This will lead users to a list of nearby restaurants for dine-in or takeout, or prompt them to add their address for delivery.



To further facilitate the ordering process that includes QR codes, MENU will soon provide a new feature - **Dynamic Links**. Among other use cases, it will enable a QR code builder with mapping service for links, that gives restaurants the possibility of generating a static URL for a QR code, which can further map on to other URLs and can be changed at any time in the future while the QR code stays the same.

Benefits for your brand

URL parameters are a useful tool, especially when managing a website with a lot of pages, products, or driving a marketing strategy that relies on reliable tracking of various campaigns.

Direct Linking feature in Web App

- ✓ Empowers you to use specific links to pages for advertising campaigns
- ✓ Guides your customers to the exact page and optimizes the ordering flow

MENU is a trusted global provider for some of the largest restaurant brands



Interested in more information on how you can benefit from the Direct Linking feature provided by MENU?

Contact us now for a free demo

hello@menu.app