

Wunderkind

The Catering Conversion Scorecard: *Are You a “Banquet Boss” or a “Buffet Bystander”?*

Measure how well your catering program captures, converts, and keeps high-value customers — and uncover how much you’re leaving on the table.



Catering customers are some of the highest-value guests you'll ever serve – but they're also the easiest to lose. From anonymous browsing to abandoned large orders, every missed interaction is lost revenue.

The challenge? **Up to 95% of your catering site traffic remains anonymous.** Many visitors browse your catering packages, pricing, or menu and leave without identifying themselves. Without the right data capture and re-engagement strategy, those opportunities disappear.

This audit helps you evaluate how well your catering website captures, converts, and retains high-value customers. Answer each question honestly, score yourself, and identify areas to improve. At the end, you'll see where you stand – and how solutions like identity resolution, behavioral triggers, and AI-driven personalization can help you win more orders.

This scorecard measures how well your catering funnel is set up to:

- Identify and capture anonymous traffic early
- Recover high-value abandoned orders
- Deliver relevant, behavior-based offers
- Retain and grow loyalty among catering clients

How to Score:

Yes, fully optimized:

5 points

Partially optimized:

3 points

Not implemented:

0 points

IDENTITY & DATA CAPTURE

(Max 20 points)

1. Do you identify **anonymous catering page visitors** and recognize them on return visits – even without a login?
2. Do you trigger **catering-specific email capture modals** based on behavior (e.g., time spent on packages page)?
3. Are you capturing **company/event details** (guest count, date) at opt-in for better segmentation?
4. Do you re-engage visitors across **devices and sessions** without relying on cookies?

How to Score:

Yes, fully optimized:

5 points

Partially optimized:

3 points

Not implemented:

0 points

TOTAL SCORE: _____

ABANDONMENT RECOVERY

(Max 15 points)

5. Do you send **real-time abandoned catering cart messages** with the exact items left behind?

6. Do you personalize recovery incentives by **order size/value** (e.g., dessert for small events, delivery discount for large)?

7. Do you run **multi-channel recovery** (email + text + ads) until the order is completed?

TOTAL SCORE: _____

How to Score:

Yes, fully optimized:

5 points

Partially optimized:

3 points

Not implemented:

0 points

PERSONALIZED OFFER TRIGGERS

(Max 20 points)

8. Do you send **menu-based offers** when someone repeatedly views certain catering packages?

9. Are offers tailored to **dietary preferences** or past orders (e.g., vegetarian menu for non-meat eaters)?

10. Do you use **lifecycle signals** (new visitor, frequent buyer, lapsed client) to trigger campaigns?

11. Do you run **seasonal/event-specific promotions** based on browsing or order history (e.g., holiday party specials)?

How to Score:

Yes, fully optimized:

5 points

Partially optimized:

3 points

Not implemented:

0 points

TOTAL SCORE: _____

LOYALTY GROWTH & RETENTION

(Max 20 points)

12. Do you promote loyalty sign-ups **within the catering flow** (checkout, inquiry forms)?

13. Do you use your **identity network** to remind non-members about loyalty perks on repeat visits?

14. Do you trigger **exclusive offers** for loyalty members who haven't booked catering in a set period?

15. Do you send **rebooking reminders** tied to last year's catering event date?

How to Score:

Yes, fully optimized:

5 points

Partially optimized:

3 points

Not implemented:

0 points

TOTAL SCORE: _____

CROSS-CHANNEL ORCHESTRATION

(Max 15 points)

16. Are all catering messages – email, text, ads – coordinated so customers get the **right message at the right time**?

17. Do you adapt **content and channel** based on likelihood to convert (AI-driven)?

18. Are post-event follow-ups personalized with **add-on suggestions** for next time?

TOTAL SCORE: _____

How to Score:

Yes, fully optimized:

5 points

Partially optimized:

3 points

Not implemented:

0 points

SCORING & RESULTS:

80–100 points:

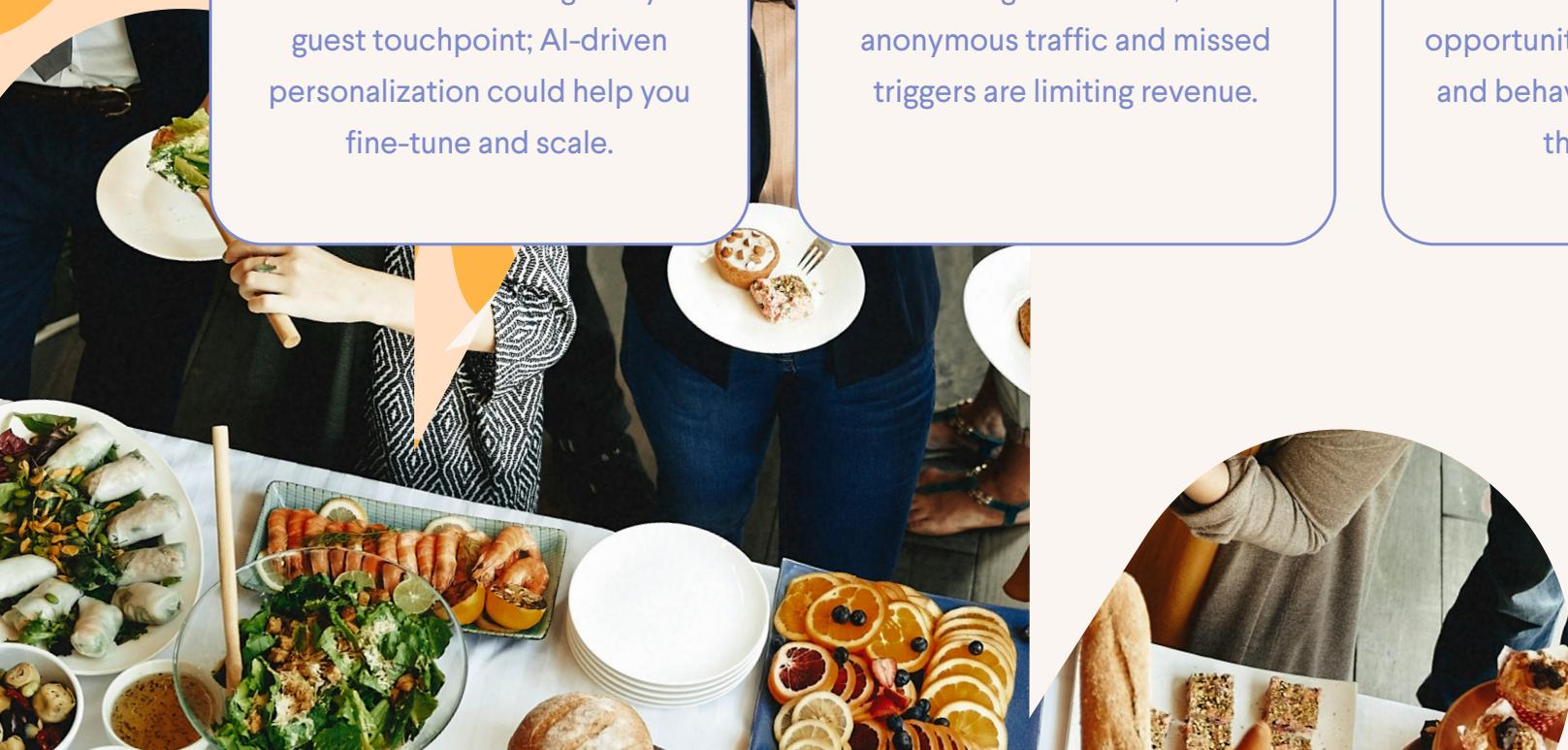
Catering Revenue Champion
– You're maximizing every guest touchpoint; AI-driven personalization could help you fine-tune and scale.

50–79 points:

Catering Growth Opportunity
– Strong foundation, but anonymous traffic and missed triggers are limiting revenue.

0–49 points:

Catering Revenue Leak –
You're missing most high-value opportunities; identity resolution and behavioral triggers can turn this around fast.



BRIDGING THE GAP BETWEEN INTEREST AND ACTION

Now that you've completed your audit, you may be wondering how a brand like Wunderkind could help you bridge the gap between interest and action.

Here are five key categories of intent signals shown by guests and how you can use them to serve up personalized, revenue-driving experiences:

1. Identification Signals

These help identify a guest, even if they haven't logged into an account. This includes IP address, device ID, cookies, or email capture via your website.

Use Case: A visitor browses your online ordering site but doesn't place an order. If you capture their email, you can send a reminder about their selections, or offer a discount to bring them back for the events they need catered.

2. Behavioral Signals

Track specific actions a guest takes, like browsing catering options, spending time on your menu, or clicking into your loyalty page.

Use Case: A guest starts a large group order but doesn't complete it. Trigger a cart reminder email with a catering offer tailored to the items they considered.



3. Product Signals

Monitor engagement with specific menu items or categories – like repeated views of your family meal bundles or seasonal specials.

Use Case: A diner frequently checks out your brunch menu. Send a Saturday morning text highlighting your new brunch catering or limited-time mimosa deal.

4. Lifecycle Signals

These indicate where a guest is in their relationship with your brand, whether they're a first-time visitor, a regular, or someone who hasn't ordered in a while.

Use Case: A new email subscriber receives a welcome sequence with your top dishes, how to earn loyalty rewards, and a first-order discount. Meanwhile, a lapsed guest receives a personalized “We miss you” campaign with an incentive to return.

5. Transactional Signals

Leverage purchase history – like order size, frequency, and category preferences – to anticipate what guests may want next.

Use Case: A guest who recently ordered a pizza and wings catering meal might get a follow-up offering dessert add-ons or a loyalty punch toward their next event order.

These signals empower brands like yours to deliver behaviorally triggered messages at the exact right moment – leading to higher engagement, more frequent orders, and greater lifetime value per guest.

ORDERING UP SUCCESS

Restaurants that optimize catering funnels with **identity resolution + behavioral triggers** see measurable gains:

40%+ increase in first-party ID capture rates

4–6x higher triggered message revenue vs. standard ESP campaigns

\$1M+ in recovered catering orders in year one for some brands

When every catering lead matters, your score here isn't just a number – it's a revenue forecast.

Next Step: [Get a free Catering Funnel Performance Audit](#) from Wunderkind and see exactly how much incremental catering revenue is sitting in your anonymous traffic.



Wunderkind

Wunderkind is redefining agentic marketing decisioning, where identity meets AI to deliver increased revenue through personalization across channels.

As an agentic AI decisioning platform, Wunderkind helps brands expand reach and drive revenue by identifying more of their traffic and optimizing message delivery across email, text, onsite, and ads. At its core is the Autonomous Marketing Platform (AMP), powered by a proprietary identity graph that tracks over 9 billion devices and observes 2 trillion+ digital events annually – turning anonymous traffic into known customers. Importantly, this identity solution is cookie-free and privacy-conscious, enabling stronger match rates while maintaining compliance.

Wunderkind dynamically selects and triggers the right message at the right time using real-time behavioral signals, outperforming traditional rules-based automation. AMP integrates easily via SDKs, APIs, or natively with ESPs – so brands can plug into the power of Wunderkind without replatforming or overhauling their stack.

Today, Wunderkind powers over \$5 billion in attributable revenue annually for leading brands in retail, ecommerce, and travel – including Harley-Davidson, Perry Ellis, and Kendra Scott – often ranking as a top-three revenue-driving channel. Whether used as a fully managed service or integrated into a brand's own stack, Wunderkind delivers measurable results through intelligent, autonomous experiences.

