From Data to Impact with AI:
How Leading QSRs Optimize Marketing with Brillio

brillio

The QSR industry thrives on agility – but scaling personalization, speed, and innovation across locations and platforms has become increasingly complex. From menu optimization and reward personalization to smarter creative production and customer engagement, quick-service leaders are under pressure to deliver seamless, relevant experiences across every channel.

Brillio's AI-led solutions help QSRs go beyond traditional marketing tactics to deliver at the speed of customer demand. By automating content at scale, predicting behavior across platforms, and connecting the dots between loyalty, personalization, and digital operations, we empower QSR brands to unlock growth – while driving measurable impact on cost, conversion, and customer lifetime value.

Whether you're rethinking display campaigns, deploying intelligent offers in real time, or boosting in-app engagement with predictive insights – Brillio brings the frameworks, talent, and technology to help enterprises lead in a highly competitive market.

This eBook showcases how Brillio is helping global QSR leaders reinvent their marketing and operations with AI-powered interventions. From smarter content creation and predictive personalization to fraud prevention and funnel optimization, these case studies illustrate how Brillio delivers real results in real-world QSR environments, across four strategic pillars.

Integrated Content & Data Operations

Disconnected workflows between creative, content, and data teams often slow down execution and dilute personalization efforts. In fast-moving QSR environments, delayed content cycles mean missed revenue opportunities and inconsistent brand messaging across touchpoints.

Brillio's AI-driven frameworks streamline collaboration between teams, enabling real-time personalization and faster campaign deployment. By embedding intelligence into content creation and workflow orchestration, QSRs can reduce turnaround times and scale campaigns with greater accuracy, speed, and contextual relevance.

We leverage Brillio's full powers in content operations and create impact such as:

- 30+ % faster content production with 50%+ saving
- 35+ % overall cost saving for content migration programs
- 25+ % overall cost saving for site consolidations

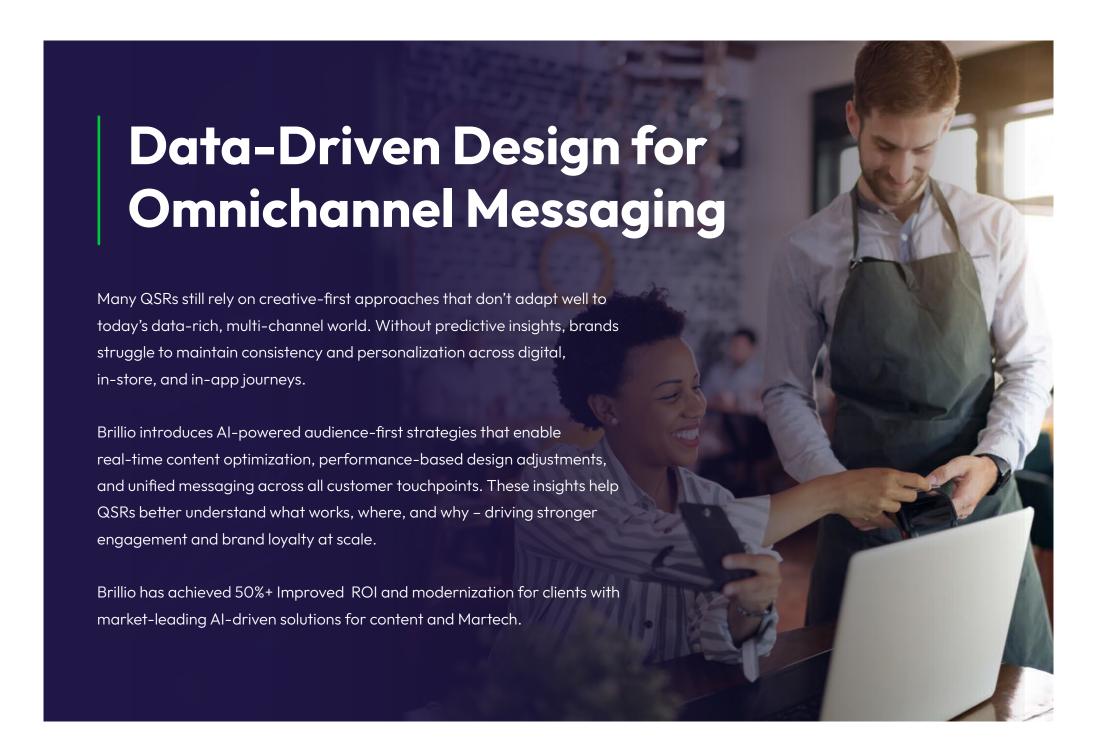## Boosting eCommerce Conversions with AI-Powered Optimization

Despite global brand recognition, a renowned multinational technology and electronics company's eCommerce channels were underperforming in conversion. Customers frequently dropped off mid-journey, and marketing teams lacked the analytics tools to understand where and why. Their goal was to boost digital sales by refining the path from engagement to purchase..

Our solution?

Brillio implemented AI models that analyzed customer journeys using techniques such as bootstrapping, ensemble learning, and CART trees. These models helped uncover patterns in user behavior and identify friction points in the conversion flow. Brillio then enabled data-driven A/B testing and dynamic content adjustments to refine user experiences in real-time. This created a more intuitive, personalized, and high-converting eCommerce environment.

Impact Delivered?

- **25%** faster content deployment and a **30%** increase in engagement rates.
- Higher conversion rates and increased digital revenue
- Improved acquisition and transaction efficiency
- A scalable framework for continuous optimization

Our Success Stories

Data-Driven Design for Omnichannel Messaging

Many QSRs still rely on creative-first approaches that don't adapt well to today's data-rich, multi-channel world. Without predictive insights, brands struggle to maintain consistency and personalization across digital, in-store, and in-app journeys.

Brillio introduces AI-powered audience-first strategies that enable real-time content optimization, performance-based design adjustments, and unified messaging across all customer touchpoints. These insights help QSRs better understand what works, where, and why – driving stronger engagement and brand loyalty at scale.

Brillio has achieved 50%+ Improved ROI and modernization for clients with market-leading AI-driven solutions for content and Martech.

Personalization at Scale: Reimagining Customer Engagement with AI

A leading US food service distributor marketing approach wasn't resonating with today's personalized digital expectations. Despite a large customer base and a robust catalog of products and promotions, engagement rates remained stagnant. Without advanced segmentation or individualized targeting, their campaigns struggled to deliver relevance or build brand loyalty.

Our solution?

Brillio developed AI-driven segmentation models that created granular customer profiles, along with a recommendation engine that dynamically served personalized content and promotions tailored to each user's journey. These capabilities were supported by automation that enabled real-time campaign adjustments, improving relevance and responsiveness across every channel. As a result, the client transformed their static marketing into a dynamic, user-centric engine – engaging the right customers with the right message at the right time.

Impact Delivered?

- Improved campaign effectiveness by **20%** through AI-driven personalization
- Significant lift in conversion rates and campaign responsiveness
- Increased brand loyalty and deeper customer engagement
- Improved return on marketing spend with smarter personalization

Our Success Stories

Designing Smarter Journeys with Predictive Insights and Funnel Optimization

A leading home services provider's digital funnel was reactive and disconnected – lacking predictive insights to guide creative decisions. This led to suboptimal user journeys, delayed campaign adjustments, and missed conversion opportunities.

Our solution?

Brillio introduced a predictive design strategy powered by data insights. Key optimizations included redirecting organic traffic to high-converting pages, aligning campaigns with seasonal behavior, and shifting the budget to better-performing display channels like Pmax. Design updates were deployed iteratively, with measurable uplift across key funnel stages.

Impact Delivered?

- **3x** increase in MQL conversion from optimized traffic paths
- **17k** projected MQL lift from improved funnel execution
- More efficient media spend and higher-qualified lead volume
- Increased customer engagement by **25%**

Our Success Stories

Accelerated Testing and Launch

Lengthy testing cycles for new offers or promotions (often spanning several months) delay decision-making and weaken market responsiveness. In the QSR space, where timing is everything, slow test-and-learn loops can leave opportunities untapped.

Brillio's rapid experimentation engines shorten test cycles with AI-driven predictive models and performance forecasting. From SEM optimization to campaign refinement, our approach helps QSRs launch smarter, faster, and more profitably – backed by data, not guesswork.

Brillio has achieved 10+ % Traffic Lift, 5+% Conversion improvement, 80%+ MQL conversion for the clients in varied industries.

Turning Clicks into Closings with AI-Optimized SEO and Lead Conversion

A digital real estate listings platform was experiencing inefficiencies in its lead conversion funnel and consistently underperforming in organic search rankings. Their marketing efforts lacked real-time visibility and adaptability, resulting in wasted spend and missed opportunities to optimize user journeys at scale.

Our solution?

Brillio implemented an AI-powered CTR modeling engine to elevate the client's SEO and SEM performance. Real-time SEO analytics enabled the marketing team to identify underperforming content and react instantly with data-backed optimizations. To improve lead quality, Brillio introduced predictive conversion models that segmented users by intent and guided targeted outreach. Personalized content, dynamically delivered across key digital touchpoints, increased user engagement and shortened the sales cycle. Together, these initiatives created a smarter, more efficient funnel with measurable business impact.

Impact Delivered?

- **15%** increase in conversion rates and uncovered hidden revenue streams worth $2M
- **80%** improvement in "leads to sold" conversion
- **5%** overall increase in conversion rate
- Higher ROI driven by smarter targeting and campaign agility

Our Success Stories

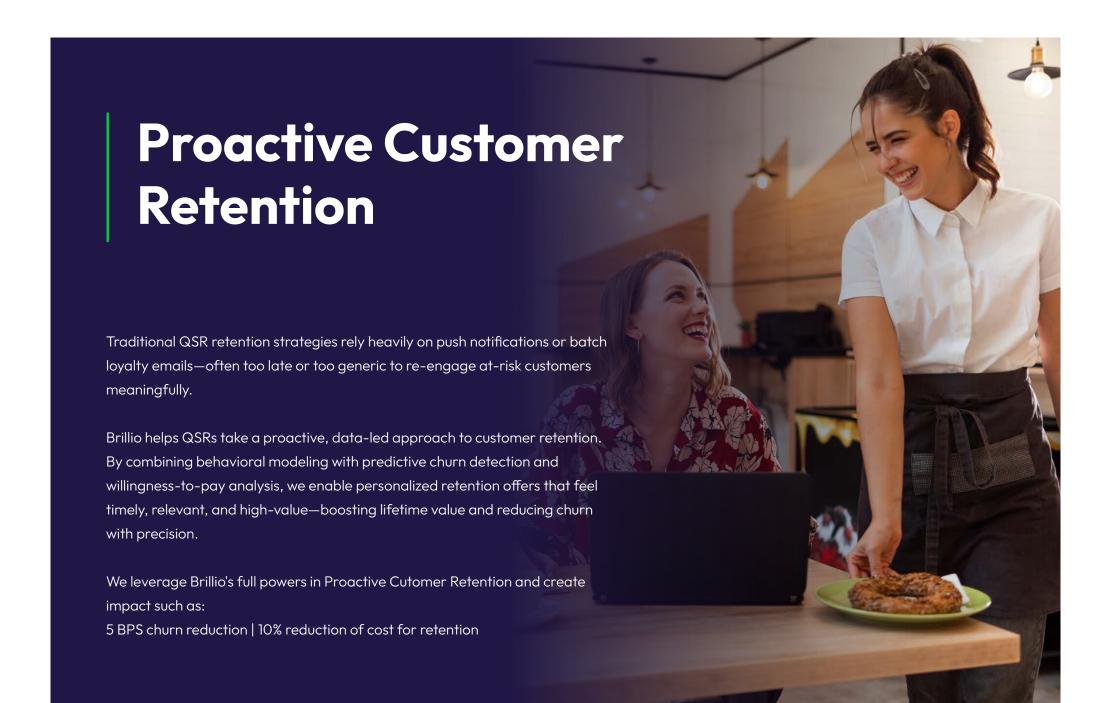## Reducing Churn and Improving SEM Performance with AI

A leading real-estate marketplace was struggling with rising churn and underperforming SEM campaigns. They lacked the tools to identify at-risk users before cancellation, and their paid marketing strategy relied on generic targeting and high-cost keywords, driving up acquisition costs without corresponding returns.

Our solution?

Brillio introduced an AI-based churn prediction model using behavioral, demographic, and network data to proactively flag users likely to leave. This allowed the client to launch win-back campaigns before the churn occurred. On the SEM front, Brillio applied AI to optimize bidding strategies, refine keyword selections, and improve ad relevance. Campaign performance was continuously measured and optimized, resulting in better conversion outcomes and more efficient use of ad spend.

Impact Delivered?

- Improved SEM efficiency by **20%**
- **15%** win-back rate among previously at-risk users
- Reduced cost-per-click and improved ad engagement
- Improved customer retention and marketing efficiency

Our Success Stories

Proactive Customer Retention

Traditional QSR retention strategies rely heavily on push notifications or batch loyalty emails—often too late or too generic to re-engage at-risk customers meaningfully.

Brillio helps QSRs take a proactive, data-led approach to customer retention. By combining behavioral modeling with predictive churn detection and willingness-to-pay analysis, we enable personalized retention offers that feel timely, relevant, and high-value—boosting lifetime value and reducing churn with precision.

We leverage Brillio's full powers in Proactive Cutomer Retention and create impact such as:
5 BPS churn reduction | 10% reduction of cost for retention

Predicting and Preventing Churn with Proactive AI Models

With customer acquisition costs on the rise, a global telecom leader needed to shift focus to retention. However, high churn rates continued to impact long-term value, and existing analytics lacked the predictive power to identify when and why users disengaged. They needed a more proactive, scalable approach to customer retention.

Our solution?

Brillio deployed a robust AI-based churn prediction model trained on network usage, behavior patterns, and demographic data. The system provided early warnings of potential churn at the individual customer level, empowering the client's retention team to take timely action. With interventions ranging from personalized offers to service improvements—delivered to prevent cancellations, the model continuously evolves, improving its precision and scalability.

Impact Delivered?

- Improved customer retention by **10%** and reduced churn by **20%**
- **3%** increase in customer retention (toward a **5%** goal)
- Extended customer lifetime value across segments
- A predictive, future-ready approach to retention strategy

Our Success Stories

Fighting Fraud and Churn with AI-Driven User Intelligence

A global gaming and digital entertainment platform was dealing with a growing volume of fraudulent activity—such as burner accounts—and increasing user churn. These issues were hurting platform trust, degrading user experience, and putting revenue at risk. Existing fraud controls were reactive, offering little visibility into evolving behavior patterns.

Our solution?

Brillio designed and deployed AI models to detect fraudulent behaviors in real-time, identifying account misuse patterns before they could escalate. In parallel, a churn prediction system flagged users likely to disengage, enabling proactive outreach and retention strategies. This dual-layered intelligence gave the client a clear view of both trust threats and loyalty risks—allowing them to act decisively.

Impact Delivered?

- Increased retention rates by **15%** through AI-driven retention strategies
- Reduced fraudulent activity and abuse of platform policies
- Increased user retention and engagement
- Improved customer trust and protected long-term revenue

Our Success Stories

Designed for Speed. Powered by Intelligence. Delivered with Precision.

In a market defined by speed and shifting consumer expectations, QSR brands must go beyond traditional strategies. The case studies in this eBook show how Brillio helps organizations leverage AI not just to optimize what exists, but to rethink what's possible.

Whether it's scaling personalized content, predicting customer behavior, or shortening campaign cycles, Brillio turns complexity into clarity – and data into growth.

ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 7,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.

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