



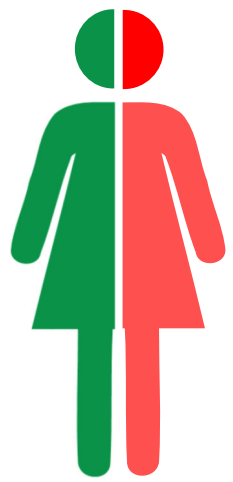
# Papa John's

## Changes in Push vs. SMS

July, 2019 – March, 2020

**Buyer**

**Non-Buyer**



**215**  
Total Comms Received

**162**  
Total Comms Received



**23%**  
Of Comms are Push and SMS



162



**75%**  
Received 3 out of every 4 comms sent to Buyer

