



Lucilla

Pay only when a customer actually walks in

lucilla.app · Get started: text +1 (314) 237-4046

Five real conversations (what you send → what you get)

1 • Get listed (2 minutes, day one) You: "Hi, I'm Rosa's Tacos at 41 King St E Hamilton, rosastacos.ca — happy hour 3–5 weekdays." Agent: "You're on the map, Rosa's Tacos 🍋 I read your site — tacos, burritos, horchata. Send me a photo of your menu and I'll pull in items + prices. Anyone nearby asking for Mexican food now hears about you."

2 • A welcome offer for NEW customers only You: "Make a promo: text ROSAS for a free horchata with any order, first-time customers only, first 50, this month." Agent: "✅ Live! Customers can now text ROSAS to claim: free horchata with any order (first 50). Only FIRST-TIME customers can claim it. Put 'Text ROSAS to this number' on your signage. Text STATS anytime to see claims." (A regular who tries it gets: "That one's a first-visit welcome — you've already been to Rosa's 🍋" — your discount goes only where it wins a NEW customer.)

3 • Win back people who stopped coming You: "Make a promo: text COMEBACK for 20% off, for people who haven't been in for a month, ends Sunday." Agent: "✅ Live! Only past customers who haven't been in for 30+ days can claim it." (Usually the highest-return money in retail — you're not discounting for strangers or regulars, only for lapsed customers worth reactivating.)

4 • Turn one-timers into weekly regulars You: "Make a promo: text LOYAL, third visit this month gets a free lunch combo." Agent: "✅ Live! Only customers with 3+ redeemed visits this month can claim it." (A customer at two visits who texts LOYAL hears: "That one unlocks at 3 visits this month — you're at 2." That message alone brings the third visit.)

5 • Check how everything is doing — and plan the next move You: "MY REWARDS" Agent: "Here's everything you're running: 🟢 ROSAS: free horchata [first-timers] — 34/50 claimed, 26 redeemed in-store 🟢 COMEBACK: 20% off [win-back] — 11 claimed, 8 redeemed Want a new one? Tell me the offer + who it's for." You: "What are people near me asking for this week?" Agent: "This week nearby: late-night food, vegetarian lunch, patios. Want me to draft something for the vegetarian lunch crowd?"

When you're ready for more (free app)

Describe a cashback campaign in chat — "\$2 back per visit, 50 visits, this month" — and the agent drafts every detail; you review and fund it in the app. Money is released only on real visits at your location, straight to the customer. Plus: your card on the map with photos and verified-customer reviews (only real visitors can review), your consented customer list, and analytics on repeat visits.

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