

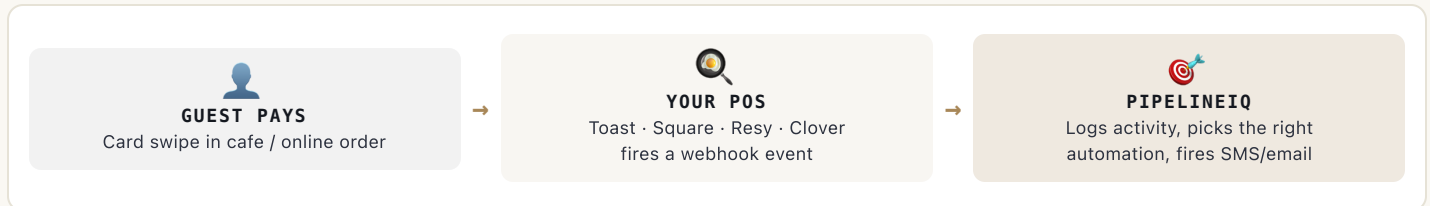
# Your POS handles the receipt. PipelineIQ handles the relationship.

Toast, Square, Resy & Clover already do in-person ordering and payments well — don't replace them. Layer PipelineIQ on top to capture the customer relationship, automate marketing, and turn every transaction into repeat business. Solo plan starts at **\$59/mo** — step up to Plus at **\$89/mo** for unlimited contacts & campaigns.

YOUR POS DOES	PIPELINEIQ ADDS
Takes the order	Knows it's Sarah's 7th visit
Charges the card	Sends Sarah a birthday-week 20% off in 3 weeks
Prints kitchen ticket	Texts Sarah a Google review request 6 hrs after
Logs the sale	Flags "Sarah hasn't been in for 30 days" to the owner
Tracks tips	Tracks which menu items drive repeat visits

DATA FLOW

## How they work together.



THREE AUTOMATIONS THAT SHIP ON DAY ONE

## Out-of-box value.

**01**  
**Welcome SMS**  
First visit · 2 hours after  
"Thanks for trying us — Reply YES for 10% off your next visit."

**02**  
**Idle Re-engagement**  
30 days no visit  
"We miss you. Here's \$5 off this week."  
Drips off after 60 days.

**03**  
**Review Request**  
6 hours after each meal  
Single SMS link → Google / Yelp / Facebook. 5x more reviews in 30 days.

WHAT OPERATORS SEE IN 90 DAYS

**5×**  
MORE GOOGLE REVIEWS

**+12%**  
REPEAT VISIT RATE

**\$1.5k**  
AVG SAVED PER REGULAR WON BACK

**5 min**  
SETUP TIME

**Connect your POS in 5 minutes.**

Solo \$59/mo · Plus \$89/mo (unlimited) · Toast, Square & Resy webhooks ready out of the box. SMS via your Twilio (~\$0.0075/text). No integration fees.

**pipelineiqcrm.com**  
START FREE — 14 DAYS

## The full automation library.

Twelve plug-and-play automations every POS-connected tenant gets. Each one is tenant-toggable, written in Iris's voice, and deduped so guests aren't spammed. Pick what fits your business; ignore the rest.

<p><b>01</b> <b>Welcome series</b> 3-message drip over 14 days starting on the first visit.</p>	<p><b>02</b> <b>Birthday week</b> 20% off offer texted 3 days before their birthday.</p>	<p><b>03</b> <b>Anniversary</b> "You came in a year ago today" + a comeback offer.</p>	<p><b>04</b> <b>N-th visit milestone</b> 5th, 10th, 25th visit triggers — loyalty reward.</p>
<p><b>05</b> <b>Idle re-engagement</b> 30 / 60 / 90-day variants. "We miss you" with offer.</p>	<p><b>06</b> <b>Review request</b> Single-link SMS 6h after the meal. Smart routing.</p>	<p><b>07</b> <b>VIP flag</b> Tip ≥ 25% or check ≥ \$200 → tag, alert host on next visit.</p>	<p><b>08</b> <b>Lapsed regular alert</b> Owner gets pinged when a top-20 customer goes quiet.</p>
<p><b>09</b> <b>No-show win-back</b> Resy no-show → friendly reminder + book-now link.</p>	<p><b>10</b> <b>Slow-day promo</b> Tuesday 2pm? Blast a Tuesday-only offer to nearby regulars.</p>	<p><b>11</b> <b>Big-ticket loyalty</b> Spent \$300+ this month → upgrade to "platinum" segment.</p>	<p><b>12</b> <b>Allergy / preference</b> Track notes from POS / staff → surface on next visit.</p>

### Supported POS & reservation systems.

If your system has webhooks, we connect. Native integrations and webhook adapters available today:

Toast Square Resy Clover Shopify  
Stripe OpenTable Tock Lightspeed (soon)  
Revel (soon)

Don't see yours? Generic webhook receiver accepts any JSON payload — most modern POS systems can fire one. Email [engage@mainlinestudio.co](mailto:engage@mainlinestudio.co) for a custom adapter (typically same-week turnaround).

### Pricing.

<b>Solo</b>	1 user · up to 500 guests · 3 campaigns	<b>\$59/mo</b>
<b>Plus</b>	500+ guests · unlimited campaigns · +\$59/seat	<b>\$89/mo</b>
<b>Starter</b>	2–19 seats · founders + small teams	<b>\$100/seat</b>
<b>Growth</b>	20–59 seats · sales orgs scaling up	<b>\$85/seat</b>
<b>Scale</b>	60+ seats · multi-location operators	<b>\$75/seat</b>

Annual billing → 15% off. Social media add-on: \$50/user · \$250/company. POS integrations & review engine included on every tier.

## Setup in 5 minutes.

- 01 In PipelineIQ:** open `Settings` → `Integrations` → `[your POS]` and copy the webhook URL + secret.
- 02 In your POS:** paste them into `Integrations` → `Webhooks` . Subscribe to `CheckClosed` + `GuestCreated` .
- 03 Backfill (optional):** upload a CSV of historical guests so existing regulars land in the CRM tagged with visit count.
- 04 Pick triggers:** open `Reviews` → `Settings`, turn on "Auto-fire on POS check close." Iris drafts your SMS template.
- 05 Test fire:** close a \$1 test check. The review request SMS lands on your phone within 60 seconds.

## FAQ.

<p><b>Do I need to leave my POS?</b> No. PipelineIQ layers on top of Toast / Square / Resy. Your team keeps using their POS exactly as today.</p>	<p><b>Who handles the SMS billing?</b> You bring your own Twilio account. Twilio bills you directly (~\$0.0075 per segment). No PipelineIQ markup.</p>
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