



*Advertising that  
Connects You  
with Your Community!*

**Grocery Store:** Safeway  
**Customer:** Kiran Kaur  
**Business:** **Mountain Mike's Pizza**  
**Address:** 2042 Mountain Blvd, Piedmont, CA 94611  
**Phone:** 510-735-9555

**Date:**  
12/13/2023

**Comments:**

My husband and I took new ownership of Mountain Mikes early this year. The previous owner was already using register tape with Safeway and had great success. We started in May to work with Judd as new owners and right away expand on an additional 3 stores. Total of 4 stores. Safeway and Lucky's. We get 270 orders per month that we can track. Then Judd introduced us to IndoorMedias new Digital Boost product in June. After we learned the benefits of capturing everyone's cell phone and having our offer displayed as a banner Ad, it only made sense that's what we should do. We are now receiving orders from new customers who mention they saw the Ad on their phone. My online orders have increased because of the digital boost. So we know that Digital Boost is working as it should. I also looked into other digital services and learned that IndoorMedia offers a much better digital program that is bigger interactive and competitively priced. This is really the best way to advertise. My experience with Rick and James from IndoorMedia has really been accommodating helping me understand what they offer that others do not. Overall, I will say that both register tape combined with Digital Boost is really the best way to dominate your community and market share. I would definitely recommend ALL pizzerias to use



both, and any business that wants to grow their business should use both as part of your marketing mix. We will renew when it's time. Judd and the whole team at IndoorMedia have been very professional and I can tell that they truly care about our success.

**Signature:**

Kiran Kaur

