

Bikky Announces Partnership with MOD Pizza

Client News

April 16, 2024

Gunderson Dettmer represented client Bikky, a customer data platform for multi-unit restaurants, in connection with its partnership with MOD Pizza. Bikky's platform provides MOD Pizza and other restaurants with summary metrics including new and repeat customer counts across locations, ordering channels, dayparts, and menu items.

By leveraging Bikky's customer analytics capabilities across its entire portfolio of over 500 locations, MOD is deepening its knowledge of what marketing and menu decisions resonate with customers and as a result, increase profits and its ability to serve the best pizza with a purpose.

In the [announcement of the partnership](#), Bikky Co-Founder and CEO Abhinav Kapur said, "Every restaurant brand succeeding in today's digital-first world understands that an investment in their technology is the same as an investment in their customers. The Bikky team is thrilled to be the analytics and data partner of choice for MOD Pizza, a true pioneer in the fast casual, pizza, and technology landscapes. We're proud to help them make more data-informed decisions that achieve their mission of putting their people and customers first."

The Gunderson Dettmer deal team was led by Aaron Rubin and included Alex Khachaturian and Cecilia Jeong.

Companies

[Bikky](#)

[MOD Pizza](#)

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