



## Marketing to More Guests

“To drive more sales I need to market beyond my Eclub”

This regional brand serves up chef-inspired burgers, craft sandwiches, and premium salads, and features a full-service bar in an upscale and upbeat environment.

**Industry:** Casual Restaurant

**Number of Locations:** 40

**Annual Unit Volume:** \$1.2M

## The Situation

For this restaurant brand, traditional email marketing to guests who opted into its Eclub program was not generating the sales needed to hit growth targets. It was obvious that their customer base was much larger than the guests who signed up for their Eclub, but the challenge was to identify these anonymous guests and implement strategies to market to them.

## How this Impacted the Business

This restaurant’s Eclub contained 150,000 customers, and it was clear this was only a fraction of the total guests served each year. Many of these Eclub guests were not active meaning they were generating zero revenue. This made it difficult for marketing to impact sales numbers.

Eclub Members

**150,000**



## Partnering for Success

To hit sales targets, the brand needed to go beyond their Eclub and partnered with DataDelivers to accomplish this goal.

By integrating multiple client data sources with Intellibase, our proprietary identity algorithm identified current guests not enrolled in the Eclub. DataDelivers allowed the client to segment these identified guests by demographics, geography, and other metrics.

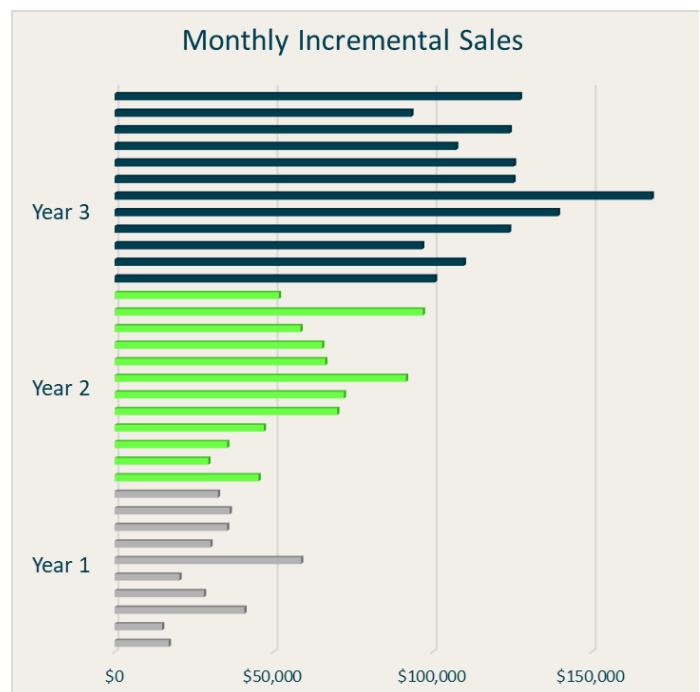
Most important, DataDelivers Guest Connect marketing program allowed the client to market to those once anonymous customers to get them back into the restaurant.

## Delivering Results

Through Guest Connect, DataDelivers identified 130,000 customers and created strategic 1:1 marketing campaigns to engage this audience. This strategy yielded significant results. Visit rates increased by 19% and sales per guest increased 43%.

These results remained strong in the second and third year of the program.

In all, the DataDelivers partnership is driving more than \$1 million in incremental sales to this brand year after year.



Let DataDelivers help you market to more guests and increase sales!