



Marketing to More Guests

“I need to increase the number of customers I can market too today to help increase sales”

Founded in 1933 and a regional icon, this restaurant chain is known for serving up its signature sandwiches and full-service bar.

Industry: Fast-Casual Restaurant

Number of Locations: 43

Annual Unit Volume: \$1.9M

The Situation

This client needed marketing to drive traffic and sales. However, they were only marketing to guests who've signed up for their loyalty program, which was obviously smaller than the total customer base. There was no way that they could identify and market to anonymous guests with the tools currently available.

How this Impacted the Business

The restaurant's loyalty program limited marketing to less than 15% of their customer base. Many of these contacts were not active customers meaning they were generating zero revenue. This made it difficult for marketing to impact sales numbers in a meaningful way.

Loyalty Members

125,000

Anonymous Credit Card Guests

2 million



Partnering for Success



In order to hit sales goals this client partnered with DataDelivers. We were able to integrate multiple client data sources with Intellibase, which contains demographics on 200+ million individuals.

DataDelivers was then able to leverage Guest Connect to identify current guests not enrolled in their loyalty program and create a marketable database.

Results

Through Guest Connect we were able to identify and begin marketing to 393,000 customers not currently in the loyalty program. This more than tripled the number of customers the client was originally able to engage with.

By being able to market to more guests, our client saw an incremental lift in sales and traffic. This client continues to market to this new audience and consistency sees incremental sales results in excess of \$6,000,000 annually.



\$2.5 M

**Year 1 Incremental
Sales Lift**

Find out how DataDelivers can help you increase sales and market to more guests.