data delivers

Increasing ROI

"I need to improve my Return On Ad Spend"

This client is one of North America's largest holding companies of franchise fast food restaurant companies.

Industry: Fast Casual Restaurant

Annual Unit Volume: $1.0M

Number of Locations: 800+

The Situation

This client wanted to increase the results from their current digital display marketing budget, with the goal of boosting traffic and sales across all locations.

The strategy for purchasing digital ads involved utilizing geo-based saturation targeting within a designated radius surrounding their individual locations. Evaluating the success of campaigns relied on monitoring device movement within a defined geographic area, which led to imprecise calculations of return on investment (ROI).

How This Impacted the Business

This client faced limitations in targeting customers with digital ads as they lacked the ability to segment based on customer activity or preferences. This resulted in a generic "one size fits all" messaging approach. As a consequence, the overall engagement rate averaged 2.5%, indicating that only a small percentage of the target audience responded to the ads. Additionally, the inability for the brand to be able to directly tie marketing to sales results led to constant pressure to justify the ad spend from franchisees.

Current Status	Desired State
One size fits all	Targeted Messages
Inferred attribution	Directly tie marketing to sales
2.5%	5% ad engagement rate

Partnering for Success

DataDelivers tackled the challenge by leveraging Guest Connect, our proprietary algorithm that connects POS data to our 3rd party Intellibase, along with clone lookalike prospecting models. This approach enabled us to identify 10 million active guests and 2 million prospects, allowing for precise and targeted marketing. The targets were segmented into three ad programs: Nurture for active guests, Winback for lapsing guests, and Prospects.
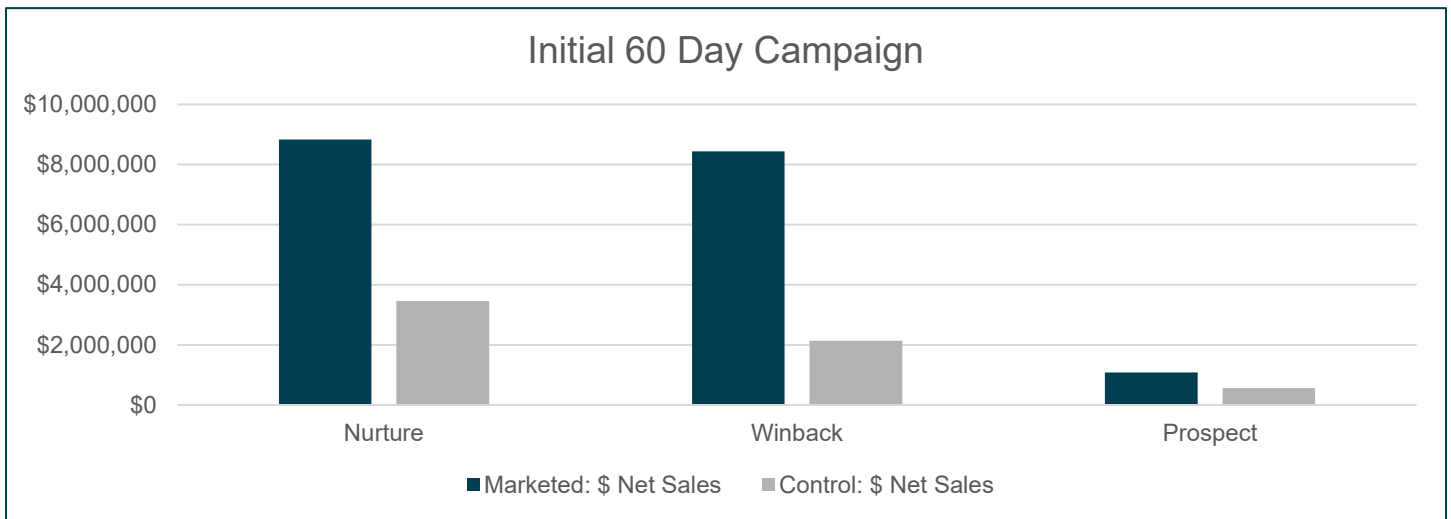
Notably, the implementation of our solution did not require any additional budget. While the ad buy process and amount remained unchanged, the key transformation was in the targeting strategy and the ability to send tailored messages to each segment.

Delivering Results

During the initial 60-day campaign, the operator achieved remarkable results driving an incremental $12 million in sales, measured by directly connecting guests targeted to their transactions. The engagement rate also saw a substantial boost, reaching 7.3%, all while maintaining the same advertising budget. Through the DataDelivers approach, their restaurants witnessed an additional 703,000 visits which delighted their franchisees.

These positive outcomes not only improved the program's return on investment (ROI) but also enhanced customer loyalty by effectively engaging active, lapsing, and new customers through digital display advertisements. Month after month, the client continues to target their existing customer base and potential prospects, driving further growth in their business.

Initial 60 Day Campaign

	Marketed: $ Net Sales	Control: $ Net Sales
Nurture	~$8,800,000	~$3,500,000
Winback	~$8,400,000	~$2,100,000
Prospect	~$1,100,000	~$600,000

Let DataDelivers help you target the right customers and increase ROI!