



Increasing ROI

“I need more from my marketing spend”

Since 1990 this concept has been dedicated to providing farm-fresh meals made with traditional fresh, healthy ingredients.

Industry: Fast Casual Restaurant

Annual Unit Volume: \$1.9M

Number of Locations: 60+

The Situation

This client needed to improve the business impact from their marketing budget. They aimed to drive more traffic and increase sales across locations. For the past two years, they utilized a strategy of purchasing digital advertisements that focused on saturating specific geographic areas around each of their individual sites. However, measuring the effectiveness of these campaigns proved challenging as they relied on tracking movements within a defined geographical zone, resulting in inaccurate calculations of return on investment (ROI).

How This Impacted the Business

The geo-saturation targeting strategy did not allow for any differentiation in messaging – it was a one-message-to-all approach. This restriction resulted in a low engagement rate of 2.8%, indicating that only a small fraction of the intended audience was responding to their advertisements or offers. The business found itself under pressure from franchisees who constantly questioned how the ad fund was being used and the business it was driving. The ineffective targeting and low engagement rates were not delivering the targeted ROI, which had a detrimental impact on the overall performance and revenue of the business.

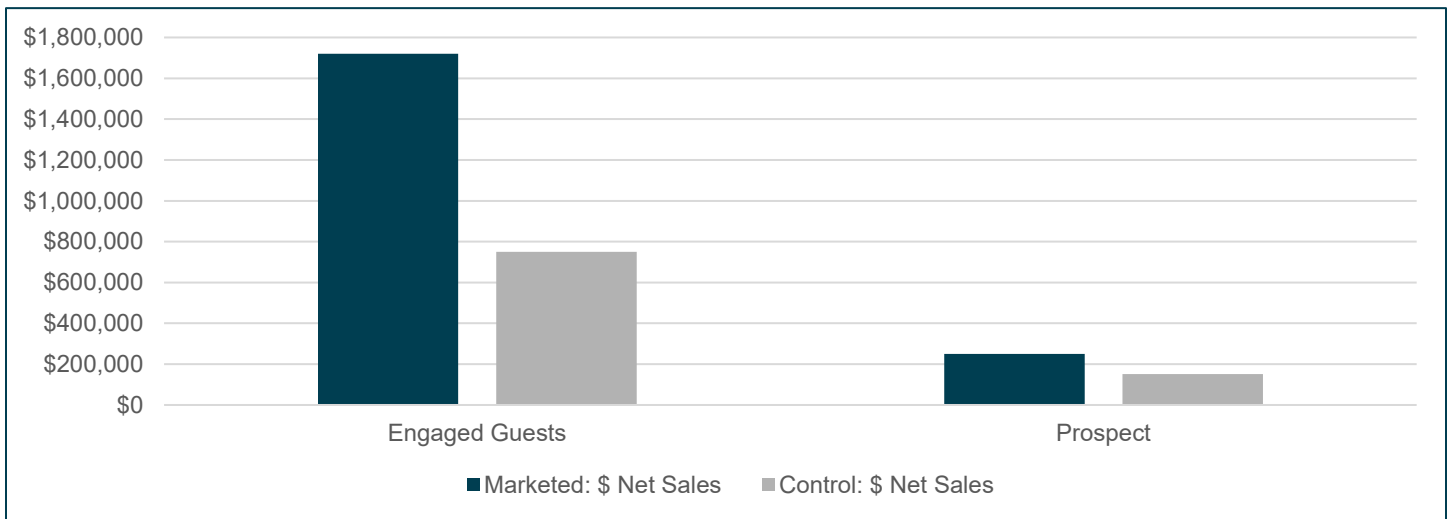
Partnering for Success

DataDelivers offered an alternative approach that targeted actual customers and was not restricted by geography. DataDelivers utilized Guest Connect to identify an audience of 1 million active customers, spanning different stages of the customer lifecycle, for targeted marketing initiatives. The creation of a comprehensive marketing database of current guests became the foundation for display advertising campaigns. Moreover, the utilization of our Customer Data Platform enabled the targeting of new potential customers, extending the reach of the marketing endeavors. Through this strategic approach, campaigns were executed that messaged guests based on their known behaviors and personal preferences.



Delivering Results

The initial 60-day campaign using this new strategy yielded significant results, delivering an impressive \$2.7 million in additional sales and an additional 114,000 visits for the business. There was a substantial increase in the engagement rate, soaring 3x to 7.8% with no change to the ad budget. These positive outcomes not only exceeded the target ROI goal but also played a vital role in cultivating customer loyalty by nurturing current customers and attracting new guests to the brand. Month after month, the client continues to target both their existing customers and prospective guests, fueling their growth and further propelling their success.



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