



Omnichannel Marketing

“I need to create consistent customer experiences across marketing channels”

For more than 30 years this client has been making the freshest fish tacos, burritos, quesadillas and more.

Industry: Fast Casual Restaurant

Annual Unit Volume: \$1.0M

Number of Locations: 80

The Situation

The challenges encountered by this customer stemmed from the absence of a centralized data infrastructure. Their customer data was fragmented and dispersed among different systems, creating obstacles to gaining meaningful customer insights. This technical reality reduced their capacity to know and understand their customers. Guests were experiencing inconsistent experiences across various points of interaction because the operator could not tailor or personalize services. Not fully leveraging guest relationships for marketing efforts led to overlooked chances to influence customer behaviors.

How This Impacted the Business

The client grappled with several challenges in their digital display marketing endeavors, negatively impacting their outcomes. The inability to identify loyalty members, (really any active guests in their data), restricted how digital messages coordinated with messages delivered through email or in their mobile app. The geo-saturation approach was a one-size-fits-all messaging strategy in which campaigns resulted in low engagement rates and underperforming results, as their ads failed to engage their guests. The absence of a robust customer data platform hindered their understanding of customer behaviors, preferences, and engagement patterns, making it difficult to design targeted, effective marketing initiatives. The client's high ad spend did not translate into satisfactory ROI, as their budget was spread thinly across broad audiences, leading to low conversion rates.

Partnering for Success

After partnering with the client, we initiated a data-driven process to enhance their digital marketing efforts. We integrated multiple sources of the client's data, including point-of-sale, loyalty, Eclub, and online ordering. Using DataDelivers' Guest Connect, uncovering over 800,000 active purchasing customers were uncovered who had not opted-in to the client's loyalty programs but could now be reached in digital campaigns. We employed lifecycle segmentation to categorize customers based on their behaviors and preferences, enabling targeted campaigns for different customer groups. By integrating data sources and gaining a single view of the guest, messaging across channels could now be coordinated to give consistent experiences from all marketing efforts.



Delivering Results

The client saw immediate impacts from the new data-driven omnichannel strategy. Engagement with digital ads tripled, and sales attributed to digital marketing efforts increased 7X! Additionally, the client saw an increase in spend and frequency from their loyalty members because they were no longer sending discount offers to known guests already engaged with the brand. The new data environment, powered by the DataDelivers' Customer Management Platform, provides ongoing identity management across all systems, data analytics, strategic insights, marketing automation and campaign monitoring across channels. The commitment to data-driven strategies enables consistent guest experiences regardless of how the guest chooses to engage and delivers sales results that exceed ROI targets!



Let DataDelivers help you target customers across email, web, and mobile channels!