



## Data Monetization

“I need to deliver ROI on marketing spend for my franchisees”

This client operates franchise locations nationwide and is best known for their sandwiches and wings.

**Industry:** QSR

**Annual Unit Volume:** \$1M

**Number of Locations:** 700+

## The Situation

This client needed to drive increased sales and foot traffic to franchise locations in malls and big box retailers.

Franchises operated in a highly competitive market where the franchisor needed to differentiate individual franchise outlets and enhance their overall performance. However, marketing budgets were limiting the options available to accomplish this goal.

## How This Impacted the Business

Differentiation at a nationwide level required budgets beyond those available to the brand. Current focus went towards in-store signage and local marketing programs such as 3<sup>rd</sup> party ordering promotions and sponsoring community events. Corporate marketing needed to do more to support locations but had been unable to find methods that met ROI requirements of the franchisees.





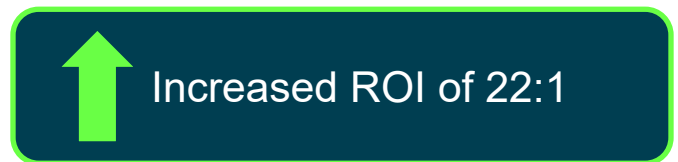
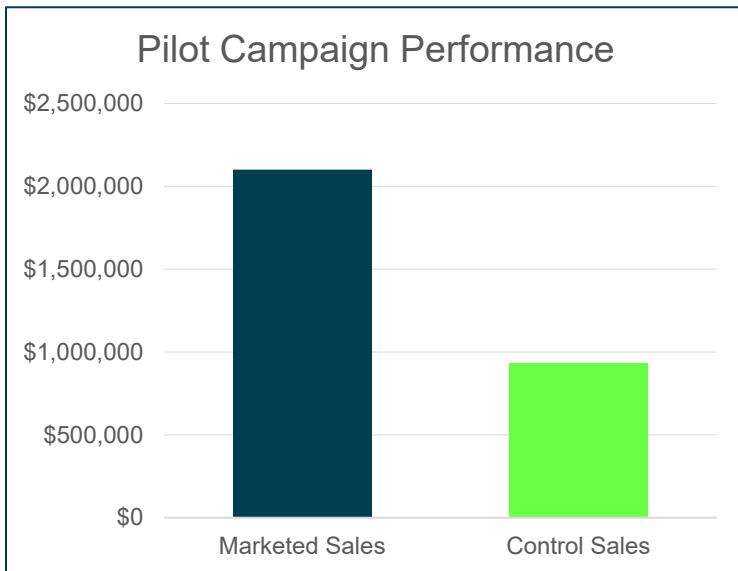
## Partnering for Success

The operator partnered with DataDelivers on the objective to craft dynamic digital display ad campaigns that drove incremental visits and sales. Utilizing the clients' POS data, DataDelivers identified an audience of 650,000 guests across 50 pilot locations. By harnessing the power of data analysis, sophisticated targeting techniques, and real-time optimization, the campaign aimed to attract the attention of the identified guests. This translated their engagement into increased traffic, higher sales volumes, and elevated customer interaction, showing the business the transformative potential of data-driven marketing.

## Delivering Results

The 90-day pilot campaign managed to not only exceed the 12:1 program ROI goal across the 50 franchise locations, but also drove an impressive 65,000 additional visits during its duration.

On average, each of the 50 locations reported an average additional sales increase of \$23,000 over the course of the campaign, representing a 2% lift in AUV. This surge in revenue underscored the tangible and lasting benefits of a well-executed data-driven marketing strategy. Digital Display advertising is now a pillar of the overall marketing strategy, offering potential for growth in a mature, competitive market.



Let DataDelivers help you increase ROI through Digital Display Campaigns!