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Segmentation & Personalization

"I need my marketing messages to be more relevant with my guests."

A popular casual dining chain that offers a range of American-inspired dishes, from burgers to steaks, as well as globally influenced options.

Industry: Casual Restaurant

Annual Unit Volume: $2.6M

Number of Locations: 40

The Situation

A casual dining restaurant group aimed to grow traffic across its various locations. The primary marketing avenue at their disposal was an Eclub of 350,000 members, with metrics such as email opens, clicks, and coupon redemptions being tracked. Marketing emails were sent to all members on a consistent basis, regardless of their level of engagement. In instances where foot traffic dwindled, the frequency of email communication was increased, accompanied by more substantial discounts. Senior management acknowledged the inadequacy of this approach and sought a strategic shift for the marketing strategy.

How This Impacted the Business

The reliance on discounts to drive customer visits was eroding the profitability and sustainability of the business. The indiscriminate approach of sending emails irrespective of customer engagement levels was inefficient and was leading to apathy for the brand amongst its guests. Furthermore, the inability to measure sales made it challenging to gauge the true impact of marketing efforts and optimize strategies accordingly. The cycle of escalating discounts to counter reduced traffic was not a viable long-term solution, undermining the brand's value and potentially leading to decreased revenue and brand dilution. Senior management consistently pressured marketing to design a more effective and sustainable business strategy to reverse this downward trajectory.

Partnering for Success

This brand partnered with DataDelivers and utilized the Customer Management Platform (CMP), integrating it with POS data. This integration unraveled the dynamics of the business, discerning the key drivers, specific orders, visit frequencies, and individual expenditure patterns of guests. A pivotal outcome was the identification of an untapped audience of 500,000 guests who were previously anonymous to the operator as they were not part of the Eclub. Armed with these insights, guests were categorized into segments. The brand crafted tailored marketing strategies targeting identified behaviors and affinities. A comprehensive measurement tool was implemented, providing a clear and holistic view of each segment's strategy and its impact on sales.

Delivering Results

The first objective was to enter the market with targeted segment messages. This goal was achieved by successfully conceiving and executing initial campaigns within 60 days of the program launch. One inaugural campaign, employing menu optimization, achieved an exceptional outcome. It led to a threefold increase in actual guest visits compared to previous campaigns and became the baseline for future program enhancements.

Building on this success, the next set of campaigns aimed at re-engaging inactive guests within the newly developed database. Remarkably, this campaign saw visits from 7.3% of the guests who received the message.

Within the first six months of our partnership, the program not only covered all startup and year-one investments but also continued to generate an impressive campaign return on investment (ROI) ranging between 300% to 400%. These results underscored the effectiveness and profitability of the segmented marketing initiative to grow brand relevance while reducing the reliance on discounts.

Targeted campaigns
consistently drive 300+% ROI
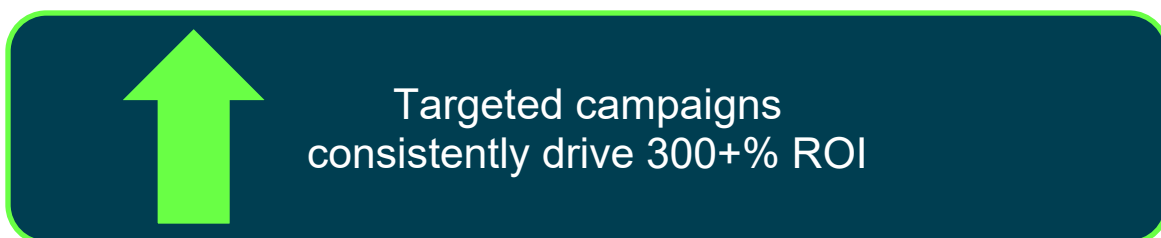
Let DataDelivers help you target specific customers to increase sales!