

Case Study

Regional chain of restaurants tracks 2200+ Walk-ins while reducing advertising spend by 68%



Industry:	QSR
Product:	Mobile Geofencing, Facebook

A Leading National Quick-Service-Restaurant exceeds ROAS of \$22

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**2,220**Walk-Ins
Per quarter**68%**Reduction in Cost
Per Store Walk-in

COMPANY PROFILE

An American regional chain of fast-food restaurants with over 750+ locations Nationwide. They have been successfully running their business for over 42 years since 1977 when they were founded. We provided marketing services for their restaurants located in Eastern North Carolina and Virginia region.

CHALLENGES



Lagging behind on newer media



Lack of Walk-in Attribution

SOLUTIONS



Mobile Geofencing



Walk-In Attribution

CHALLENGE

This restaurant chain reached out to our partner agency to improve their performance and quality of marketing. The agency they were previously working with was lagging behind on newer media, and marketing technology. The restaurant was not getting the services that were on par with industry standards.

OUR PROCESS

We worked in conjunction with the partner agency. We understood that location awareness was an area to improve, and once that is being addressed, we can test incentivizing for better conversion rates. To increase location awareness, we geo-targeted people within a 3-mile radius of each restaurant in the Eastern North Carolina market and served them with a coupon.

Our proprietary technology with its advanced matching algorithm attributes store walk-ins with ad impressions. That's how we tracked when customers entered their restaurants after seeing an ad. The cumulative efforts from working together with our partner agency led to the success of the campaign.

RESULTS

We efficiently drove restaurant visits, reducing our Cost Per Walk-In by 68% within a quarter. Over the course of three months, we were able to generate 2220 actual Store Walk-Ins.

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GEO RETARGETING

In order to build on top of the existing customers, we retargeted the app users and offered discounts during peak hours - lunch and dinner times.



AUDIENCE DATA

We created lookalike audiences from visitors who actually converted, showing ads to users who are more likely to make a purchase.

COMBINING ANALYTICS

We gathered data from Geofencing campaigns and applied the learnings to optimize the Social campaign and vice-versa.



ANALYTICS



2,220

Walk-Ins
Per quarter



68%

Reduction in Cost
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THE ONE 1 GROUP DIFFERENCE

ACCURATE TARGETING



When people are close to your physical location, you can virtually grab them and entice them to visit. A discount offer has a better chance to get someone to visit when they are a block away than it would if they were across town.



EFFICIENT ADVERTISING

Location-based marketing improves the efficiency of your marketing efforts. Your ad spend is more efficient since the bids are on prospects who are more likely to convert.



INCREASE ENGAGEMENT

There is more engagement with your ad and website when people are shown ads that are more relevant and contextual to their geolocation.



RETURN ON INVESTMENT

You can attribute real-world walk-ins to the performance of the digital advertisement. This gives marketers a much better idea cost of customer acquisition and ROI.



DATA COLLECTION

Geofencing allows you to test various offers to gauge its impact. It's easy to track which offers increase store traffic or leads to increased sales.

**100+**

Agency Partners

**2000+**

Clients

**100,000+**

Store Walk-Ins