

Case Study

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



Industry: Quick-Service-Restaurant

Product: Mobile Geofencing, Facebook, Display, Video



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COMPANY PROFILE

A leading American Quick-Service-Restaurant business that has been running successfully for over 25+ years. They are present in over 1200 locations across North America and are listed in NASDAQ and S&P 600.

CHALLENGES



Lack of Social Media Marketing Expertise



Low on resources

SOLUTIONS



Mobile Geofencing



Social Media Marketing



ROAS Instrumentation

CHALLENGE

A number of new restaurants launched in proximity have increased competition for the client, which diluted demand for the restaurant chain. In terms of marketing, their biggest struggle was Social Media. They were lagging behind on paid social media marketing, and solving that challenge was not easy due to the lack of in-house expertise.

Getting back the volume of business, and keeping up with the internal KPIs had become a serious challenge. Limited access to marketing technology and lack of a scalable advertising program led them to approach Demand Local.

OUR PROCESS

We learned about their customer base and brainstormed a few ideas. Our team of experts studied the landscape and came up with a marketing strategy. Our suggestion was to take a multi-faceted approach and do a combination of Mobile Geofencing, Facebook Advertising, Display & Video Advertising.

As the campaign matured and we had sufficient data to perform analytics. We were able to precisely identify the ideal audience and optimize the campaign to reach them. We accomplished this by using lookalike audiences based on actual conversions on our client's website. We gathered data from Geofencing campaigns, performed analytics and applied the learnings to optimize the Social campaign and vice-versa. By consolidating insights and the ability to take a look at the bigger picture to better optimize the campaigns proved to be an added advantage.

We also integrated the campaigns with their website sales metrics so we could accurately track the revenue generated in real-time. This enabled us to instrument analytics to identify metrics such as Cost Per Order, Return on Ad Spend, etc.

RESULTS

With over 20,000 food orders from the campaigns generating more than \$440K in revenue, we exceeded the initial goal and doubled the ROAS. The client had originally hoped to achieve a ROAS of \$10 in Q3, we were able to deliver \$22 ROAS on Social Media Marketing.

THE ONE 1 GROUP DIFFERENCE

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

20,000+

Orders

\$440,000+

Revenue

\$22

ROAS

\$1.25

CPO