

Serving Up New & Competitors' Customers

A nationwide fast-casual restaurant chain wanted to promote its latest menu and technology innovations. Conversant helped them reach current and competitors' customers for maximum impact.

BY THE NUMBERS



7%

overall customer
conversion rate

5.7M

unique people reached

388K

total transactions

\$4.9M

total messaged revenue

Learn more



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CHALLENGE

A popular fast-casual chain wanted to promote its online ordering feature and seasonal menu items in southern California. It needed to reach key customers, including its competitors' customers, to drive both online and in-store transactions.

It was time to upgrade from a basic digital marketing vendor to a partner that could efficiently attract the right consumers near specific locations and link in-restaurant purchases to online activity.

SOLUTION

Using third-party transactional data, we identified and messaged customers who purchased at the restaurant in the past 12 months, and those who purchased from several key competitors, but did not purchase from the restaurant in the past 12 months.

Using our solution, the restaurant:

- Engaged its current customers for upsell and activation.
- Prospected and conquered the guests who turned into customers.
- Drove media efficiency by reaching only in-market customers based on their actual purchases.
- Customized their audiences by layering MarketView intelligence with Conversant attributes.

RESULTS

The restaurant could easily see both online and offline sales for themselves with the transparent measurement we provided.

The campaign drove **12%** of the brand's total measurable revenue. Existing customers represented **35%** of the unique campaign reach, with a conversion rate of **13.5%**, which was **5x** higher than competitors' customers.

Overall, they saw a **\$0.25** eCPA for online and offline sales, exceeding their expectations.