



Case Study

National smoothie franchise uses location-based marketing to drive 60% month-over-month increase in curbside pickup orders.



RestaurantGeofencing.com

Company Profile

One of the fastest-growing QSR restaurant franchises in the industry, with several hundred locations nation-wide.

The Goal

When the COVID-19 crisis hit, this growing franchise brand wanted to support their franchisees by generating awareness of their new curbside pick-up offering and driving sales through their online ordering platform. They turned to RestaurantGeofencing.com to quickly shift their marketing and advertising approach, launching an innovative geofencing campaigns designed to drive measurable curbside pickup store visits and incremental online orders for 156 restaurant locations across six states.



The Approach

Within a matter of days, RestaurantGeofencing.com stood up over 1200 geo-fencing zones designed to target prospective customers with creative messages showcasing two new smoothie flavors, featuring CTAs encouraging potential customers to easily “grab and go” with curbside pickup and online ordering. The RestaurantGeofencing.com team then used GPS data, paired with plat line, to target the specific households of customers aged 25-54 located within a few miles of each TSC location, resulting in a total of more than 945,000 households.

The Results*



60%

Month-over-month increase in unique walk-in traffic



4160

Incremental curbside visits generated in one-month

*Average results of geofencing display, OTT/CTV, and paid social campaigns for five Prime Place communities, measured over the initial 60-days of each campaign



RestaurantGeofencing.com spun up and scaled an innovative, localized campaign to drive curbside pickup for 156 of our cafes across 20 markets during the height of COVID restrictions. We were thrilled with their clear reporting at both the individual location and the brand levels, which ultimately showed a 60% increase in curbside traffic over just 30 days.

- CMO



Conclusion

The results of the campaign were immediate and clear - the campaign yielded 4,160 curbside visits along with 393 online orders in just 30 days. The brand's pursuit of marketing innovation paid off throughout the pandemic. During a 2020 that challenged QSR and fast casual brands like nothing else in history, this franchise saw sales grow almost 20%, with same-store sales rising by 7.5% and an increase in units of nearly 10%.

