



CAMPAIGNS

HYPER



FACEBOOK



GOALS

INCREASE FOOT TRAFFIC



INCREASE ONLINE ORDERS



RESULTS

16%
INCREASE
IN ONLINE ORDERS

AVERAGE ORDER
INCREASED TO
\$41.00

BOSTON PIZZA TARGETS SURROUNDING AREA AND DELIVERS SATISFACTION

New restaurant location uses hyper technology to gain online orders and foot-traffic increase

The Challenge

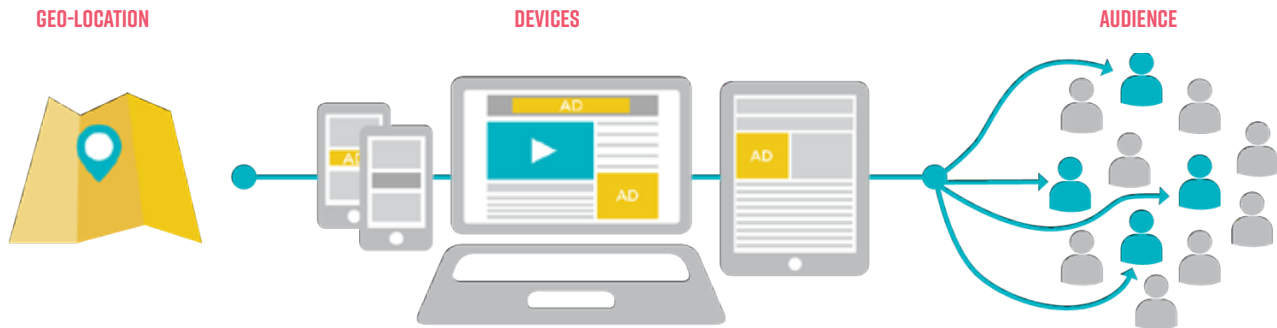
Boston Pizza's Manning location needed help getting customers both through the door and placing orders online. The restaurant had been operational for about a year when Boston Pizza contacted us to help them generate more business in this location. The primary goal was to target the neighbourhoods surrounding the restaurant to boost foot traffic from customers who lived nearby. The secondary goal was to increase clicks on deliveries and online orders and to have customers call the store directly rather than Boston Pizza's main call centre. July is historically a low-performing month for online orders at Boston Pizza and they wanted to run a month-long campaign with us to see if the numbers could be improved.

We drew a geo-fence around the communities directly bordering Boston Pizza Manning and delivered ads that would persuade customers to call the restaurant directly.

Boston Pizza is a sports bar and gourmet pizza chain restaurant that started with one location in Edmonton in 1964 and began franchising a few years later. They can now be found internationally in both the United States and Mexico along with more than 380 Canadian locations. They have been recognized as one of Canada's 50 Best Managed Companies on numerous occasions over the past two decades.

The Approach

To implement the delivery campaign, we drew a geo-fence around the communities directly bordering Boston Pizza Manning and delivered ads that would persuade customers to call the restaurant directly with their orders. We used Hyper, retargeting and Facebook ads to generate awareness and to drive online orders. We introduced Boston Pizza Manning to our unique, technological Hyper approach to advertising that allows us to target only devices whose owners have a set of qualities the client is looking for.



We were able to physically target devices by collecting a customer's unique device ID after one of the ads had loaded while they were located within the geo-fenced area. We retargeted customers who physically came into Boston Pizza Manning and those who visited a nearby competitor. We predicted that those who saw the ad would already be interested in ordering from Boston Pizza, as BP's corporate office already does a great job of product promotion, and would only need to be prompted to do so with a call to action. We also ran a Facebook campaign to increase calls to the Manning location for delivery.

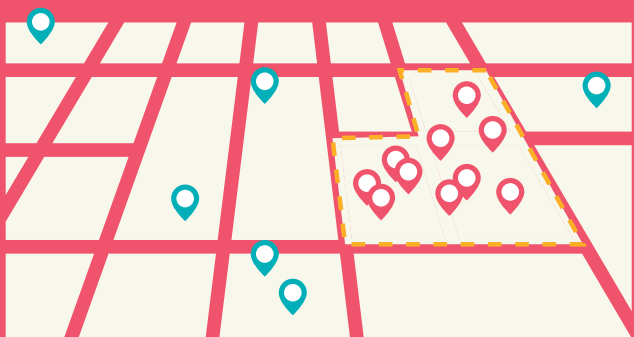
PHYSICAL TARGETING

IDENTIFY KEY NEIGHBOURHOODS

Geo-fence is drawn to isolate targeted individuals

TARGET WITH ADS

Show ads to individuals within geo-fenced area



The Results

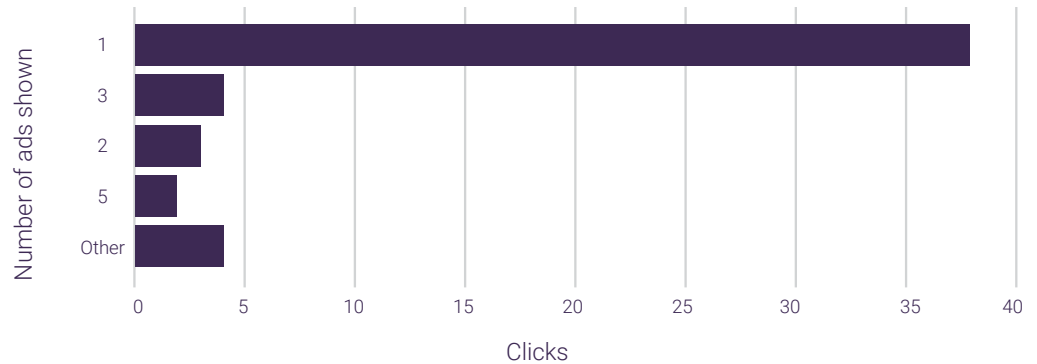
16%
INCREASE
IN ONLINE ORDERS

other locations were down
3% In same time period

AVERAGE ORDER
INCREASED TO
\$41.00

BOSTON PIZZA FREQUENCY HISTOGRAM

Frequency by Clicks



MOST AD ENGAGEMENT BETWEEN 10PM AND 3AM, AFTER KITCHEN CLOSED

The Conclusion

Boston Pizza Manning experienced a 16% increase in online orders during the campaign as well as an increase of \$1250 through online ordering that month with an average online order of \$41. The increase in online orders was directly attributable to Carto Media as this was the only Edmonton-area Boston Pizza to experience an increase during July. The other locations actually decreased online orders by 3% during the same time period. We were also able to provide delivery-campaign data such as the times customers were most interested in receiving deliveries. We analyzed the time of day with the most clicks and suggested that Boston Pizza Manning alter their campaign to deliver ads at this time: between 10 pm – 3 am. Hyper showed us that the highest click-through rate came from customers who saw the ad for the first time and those who saw the ad multiple times were less likely to click. This aligned with our pattern prediction that those who saw the ad would have been previously interested in ordering from Boston Pizza and would only need to be prompted to do so with a call to action.

LOCATION IS KNOWLEDGE

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