



PAPA JOHNS

Better Ingredients. Better Pizza.

CAMPAIGNS

HYPER



SEARCH



SOCIAL



GOALS

FAIR FRANCHISEE REPRESENTATION



SHIFT CUSTOMERS TO ONLINE ORDERS



RESULTS

TANGIBLE REPORTING RESULTS



PJ'S FRANCHISEES SAW ROAS INCREASE



PAPA JOHNS PICKS BETTER INGREDIENTS FOR THEIR DIGITAL CAMPAIGN

PJ's foregoes traditional media to give their franchisees a boost

The Challenge

Papa Johns, an American-made company brought their famous "Better Ingredients. Better Pizza." franchises to Canada 20 years ago and have worked hard to continue their legacy here. The Papa Johns Western Canada branch approached LoKnow with a few primary goals in mind to assist with their growth. Using our digital advertising and tech, they wanted to ensure their franchisees across Western Canada were fairly represented and were able to see a return on their investments. Looking beyond their traditional media approach, they found that flyer drops, coupons, and mail-outs simply weren't driving business to the right places anymore. Papa Johns was looking to encourage customers to shift to online ordering and keep their pizza fans flowing through their site and their doors for pick-ups.

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They were looking for a company to provide transparent, tangible reporting to better understand who their audiences were, what could be improved upon and getting the right data on those customers who were interacting with their ads. We were up for the challenge!

The Approach

To reach their goals, we first introduced Papa Johns to a few of our proprietary technologies. We began by using RainBarrel, which collected device IDs that landed within PJ's franchisee delivery radii, and also focused on capturing their competitors' locations to help increase brand awareness and shift customer habits. Our client's creative display ads and promotional deals were then served to these devices.

To ensure each store was fairly advertised, LoKnow set aside a dedicated budget for each franchisee. Our unique Hyper technology allowed us to geo-target a radius around each store and key delivery areas to reach people with the qualities the client was looking for. With that data, we were able to better understand where their customers were coming from and what food options were accessible to them. Once targeted, the ads worked their magic; new customers began to visit Papa Johns websites and brick-and-mortar locations. With customer interest piqued, we could begin directing them towards higher-margin menu items by targeting them with specific ad creative.

In November 2019, the client had requested to reduce their overall spend for the year. This had posed a unique challenge, as all platforms were converting very well after 10 months of data collection and optimization. We shifted focus; by pooling the budgets, our campaign was able to optimize and serve ads to people most likely to convert across all geographic areas and focus on sales. With a bit of tweaking here and there, Social and Search became extremely successful as we optimized for purchases rather than new website traffic. Using simple branded keywords and competitor-focused keyword targeting, Papa Johns began to see the results they needed: maintaining brand awareness while strengthening their conversion rate. Pizzas were flying through the oven!

The Results



**RETURN ON AD SPEND INCREASED FROM
3:1 TO OVER 50:1 USING SOCIAL**

**FAIRLY DISTRIBUTED ADVERTISING SPEND
OVER ALL WESTERN CANADA FRANCHISEES**



**PROVIDED PAPA JOHNS WITH
TANGIBLE REPORTING FOR OPTIMIZATION**

INCREASED WEBSITE TRAFFIC AND CLICKS RESULTING IN INCREASED PURCHASES



The Conclusion

Papa Johns was very pleased with the results of the campaign and our transparency throughout the process, so much so that they re-signed with us for another year of recurring campaigns across all platforms. By incorporating data science to determine device IDs, competitor locations and being able to cater to each franchisee individually, we were able to meet their goals and continue to encourage the growth of Papa Johns Western Canada!

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