

Smashburger Case Study

BACKGROUND

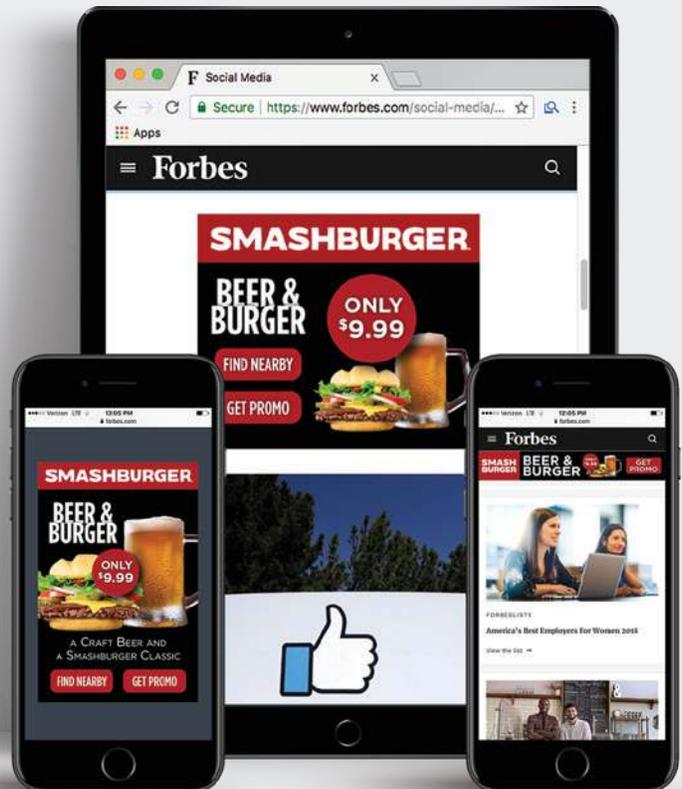
Regrub, Inc., a Smashburger franchise owner turned to ShopAdvisor to help increase its business at three existing and one soon to be opened location in the greater Tampa, FL area. Regrub wanted to leverage ShopAdvisor's mobile marketing solution to attract their ideal diners on their mobile devices with enticing offers of their most popular meal combinations. As Regrub/Smashburger didn't possess the brand recognition of other Fast Casual and QSR chains in the area they knew they needed to try something different to make a break through.

OBJECTIVES

- Build Smashburger brand awareness in greater Tampa, FL area
- Reach diners of varying demographics with specific meal combinations
- Provide positive experiences that bring diners to the closest of the four Smashburger locations
- Increase restaurant foot traffic and sales

APPROACH

- ShopAdvisor worked with Regrub's executive team in developing the strategy, tactics, deliverables and measurement criteria for the campaign
- ShopAdvisor developed rich media creatives that engaged diners on mobile devices and directed them to local restaurant locations. Landing pages with more details on meal combinations provided more information and enhanced brand engagement.
- ShopAdvisor developed and optimized the placement of ads for popular meal combinations and offers targeting specific customer segments
- ShopAdvisor managed the campaign and continually fine tuned ad delivery to ensure maximum impressions and engagement while decreasing overall cost per engagement over time.



RESULTS

“The delivery of customers during slack hours at these low costs is our holy grail.”

Tom Jones
President of Regrub & Smashburger Franchisee

“The value of insights into the responding demographic groups is of fantastic and unexpected value.”

Craig Tengler
VP of Regrub & Smashburger Franchisee

 (978) 341-8617

 <https://www.linkedin.com/company/shopadvisor>

 @ShopAdvisorInc

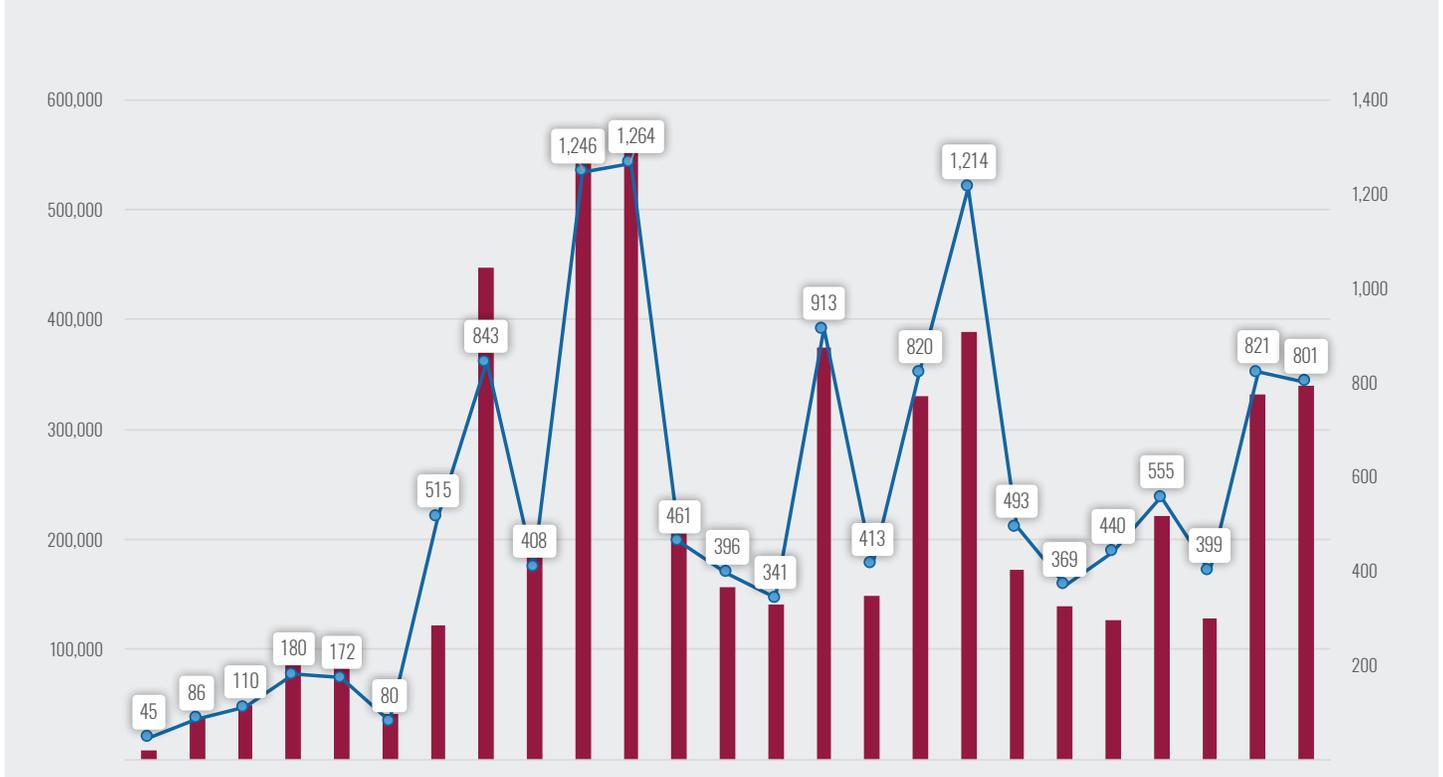
 www.shopadvisor.com

 <http://shopadvisor.com/blog>

 contact@shopadvisor.com

DAILY IMPRESSIONS

■ Ads Delivered ● Audience Engagements



○ CAMPAIGN ANALYSIS

- The campaign has reached more than 6M potential customers (impressions.)
- Since the launch of the campaign, Smashburger has seen an increase in impressions delivery (45x the number of daily impressions since the launch of the campaign in mid-September.)
- The campaign has engaged with more than 15K consumers. This means they have clicked on the “get directions to nearest location” or “get more details on meals/deals” call-to-actions.
- Overall campaign effectiveness has increased by over 1000% from the first week.
- Smashburger has new insights from the campaign such as demographics, consumer lifestyles and interests and response rates to meal promotions from specific consumer segments. ShopAdvisor continues to provide in-dept campaign and audience analysis reports.
- Overall cost per engagement continues to trend down throughout the campaign.

FIND OUT MORE BY EMAILING CONTACT@SHOPADVISOR.COM