

Case Study



BACKGROUND

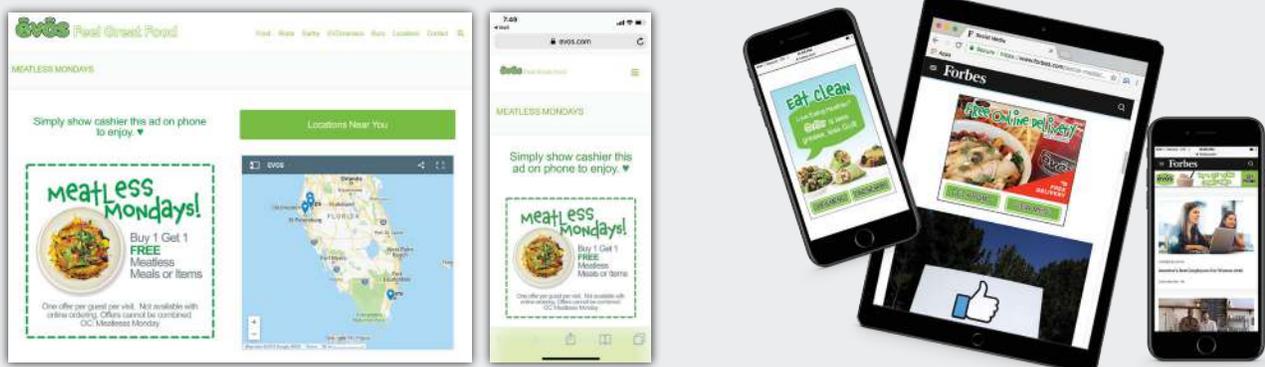
EVOS Restaurants, a fast-casual healthy dining chain, turned to ShopAdvisor to help increase its business at four existing locations in the greater Tampa and Miami, FL area. EVOS wanted to leverage ShopAdvisor's mobile marketing solution to attract their ideal diners on their mobile devices with enticing offers of their most popular meal combinations. EVOS also wanted to take advantage of their annual Earth Day promotion as well as various other offers to attract diners looking for healthy meal choices amongst the other QSR and Fast Casual chains. Also, while EVOS is an established healthy eating destination in the Tampa area, their new Miami location did not have the same notoriety as other restaurants in the area, so they knew they needed to try something different to make a breakthrough.

OBJECTIVES

- Build EVOS brand awareness in both Tampa and Miami, FL area
- Promote Earth Day Free Shake giveaway and increase redemptions of the offer
- Reach diners of varying demographics with specific meal combinations including “Meatless Mondays”
- Provide positive experiences that bring diners to the closest of the four EVOS locations
- Increase restaurant foot traffic and boost sales

APPROACH

- ShopAdvisor worked with EVOS’ 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. ShopAdvisor also created new landing pages on www.evos.com with more details on meal combinations additional information.
- ShopAdvisor developed and optimized the placement of ads for popular meal combinations and offers to target 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.



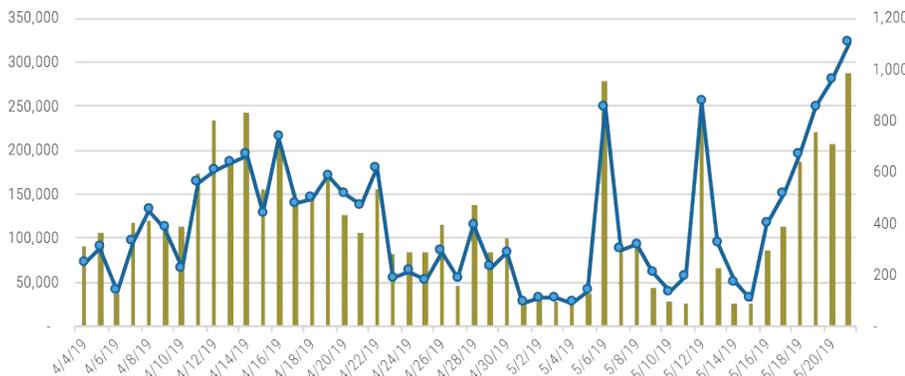
RESULTS

Over the course of 6 weeks, the powered by ShopAdvisor campaign delivered results that either achieved or exceeded EVOS' expectations, including:

- Delivering **5.7M** total impressions in and around four restaurant locations.
- Securing over **19K** customer engagements, which entailed getting directions to the nearest location or learning more about meals and offers.
- Reversing declining redemptions for annual Earth Day promotion of free organic shakes with a **16%** redemption increase year over year
- Increasing Meatless Mondays and Kid Eat Free Sunday meal redemptions by an average of **9%** across 4 stores, with one store experiencing a **25% avg. redemption increase**
- Increasing web site visits by **over 100%**
- Reducing overall cost per engagement throughout the campaign from **\$4.00** to **\$0.49**, achieving optimal results that exceed industry standards.
- Obtaining good to excellent audience engagement with most-important customer segments - **average CTR .34%**
- Delivered a **9% sales lift** and **13% guest count increase**
- Improved overall performance (sales/redemptions/guest count) of lagging locations

DAILY IMPRESSIONS

■ Ads Delivered ● Audience Engagements



Impressions
5,648,259

Customer Engagements
19,349

Click-Through Rate
.34%

Cost per Engagement
\$0.49

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