

KAIZEN SIGMA CASE STUDY

# A Little Digital Advertising Goes a Long Way

One Restaurant's 30-Day,  
4381% ROI Success Story



## Background

The hero of our case study is the little Mexican restaurant in the heart of Texas, complete with delicious food and an authentic atmosphere. Café Mexicana, in their own words, aims to be “a restaurant that feels like a vacation.” Mexican cafe by day, and Latin dance club by night, this local business strives to offer a unique, dynamic dining and entertainment experience.



## Objectives

The best way to prove value to a local business is to show them tangible results, like real life customers. Therefore, the best goal for our digital advertising efforts is to drive people to the physical business location. New hungry→happy customers are the most tangible and valuable result to be achieved from digital advertising for a local restaurant. Café Mexicana’s objective for this campaign was to drive new and existing customers into their establishment for their new \$8 lunch deal.

## Process

The digital advertising fulfillment process for Café Mexicana involved four main tactics to help drive in-store visits to the establishment:

1. Google Adwords campaign with programmatic bidding
2. Review and location extensions
3. Customized mobile-optimized landing page
4. Programmatic display ads with geo fencing and conversion zone and Facebook ad campaigns

The campaign was built around the creative provided by Café Mexicana to promote their new \$8 lunch deal.

### Google Adwords campaign with programmatic bidding

Using Google Adwords with programmatic bidding ensures that Café Mexicana is exposed to a highly targeted audience of people who have indicated purchase intent by searching for local keywords related to the business. Programmatic bidding ensures that the budget is spent in the most effective way possible.

### Review & Location Extensions

Review extensions allowed Café Mexicana to include third-party reviews in their search ads, promoting the good things that customers had to say directly on the search results page of Google. By adding star ratings to search ads, the Café Mexicana ads stood out from the competition and greatly increased click throughs.

# KAIZEN SIGMA

Location Extensions helped consumers find Café Mexicana when they were searching on any of their mobile devices. When consumers were nearby the physical location of the business, Café Mexicana appeared at the top of the list to make it easy for people to find their way to it with a map, address or distance to the business.

## Custom Mobile-Optimized landing page

Armed with the logo and promotional picture provided by Café Mexicana, the digital advertising team designed a custom landing page to encourage people to view lunch specials, engage more deeply with the business, and through increased engagement and interest, drive a visit. The landing page included custom engaging copy, personal testimonials and a call-to-action to encourage consumers to view the new lunch specials and drive users to come dine. This mobile-optimized landing page would drive store visits and boost conversion rates for the restaurant.

## Programmatic Display Ads with Geo Fencing and Conversion Zone and Facebook ad campaigns

Programmatic bidding ensures that the budget is spent in the most effective way possible. By geo fencing competitive businesses and restaurants in the area, the digital advertising team is able to target our ads directly to people who are highly likely to be interested in Café Mexicana. Using geo fenced conversion zones allowed the team to track once we have served an ad to someone and caused them to visit the restaurant. This proves real-world performance.



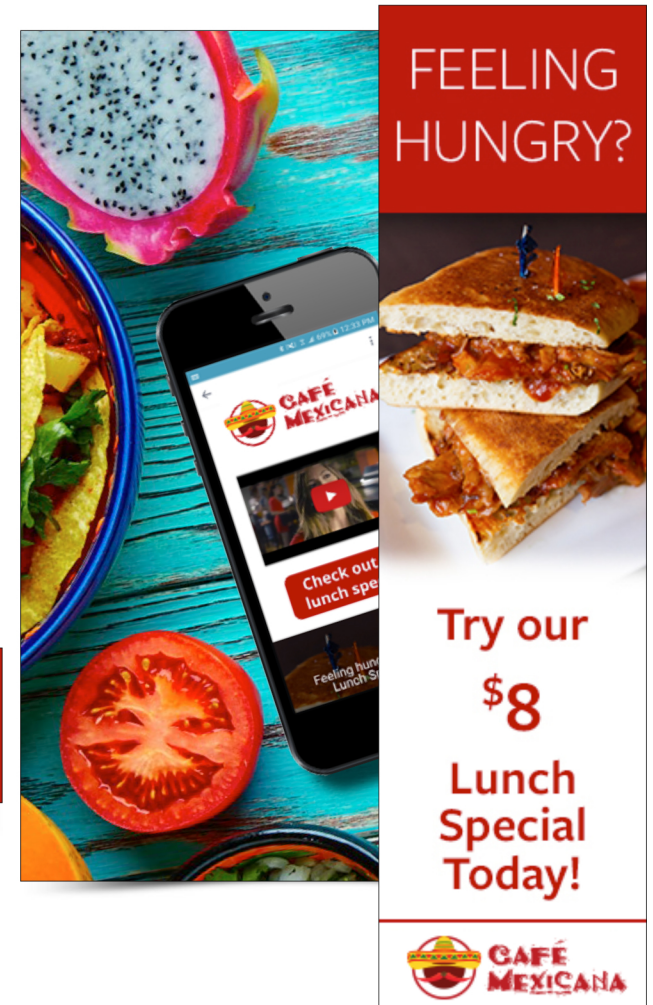
**FEELING HUNGRY?**

 **CAFE MEXICANA**

**Try our \$8 Lunch Special Today!**


For geo fenced display ads, the team fenced three competitor locations for Mexican and Latin cuisine, so consumers that visited these locations would be served ads and deals for Café Mexicana for 30 days after.

All these tactics worked together in harmony to drive real-world results from the digital advertising efforts, with proven results delivered in monthly reports.



**FEELING HUNGRY?**

**Try our \$8 Lunch Special Today!**

 **CAFE MEXICANA**

## The Results

Kaizen Sigma’s digital advertising efforts for Café Mexicana blew past the guaranteed impression amount of 100,000, and the campaign gained over 157,000 impressions in one month. It also achieved so much more.

Here are the hard numbers on what came from just 30 days of digital advertising:

<b>729</b>	<b>357</b>	<b>325</b>
ad clicks	engagements on social & website clicks	restaurant visits

The best results are the ones that mean something for your clients. Not everyone speaks in terms of impressions and CTRs, but every small business owner understands the value of an in-store visit. Showing your clients the real life results you achieved with your marketing efforts translates the value of digital advertising into a language they can understand: new, physical customers.

### 325 hungry → happy customers

Each restaurant visit was valued at \$100, as dictated by the client upon onboarding. While the lunch deal itself is \$8, the value of the visit goes beyond that, as the

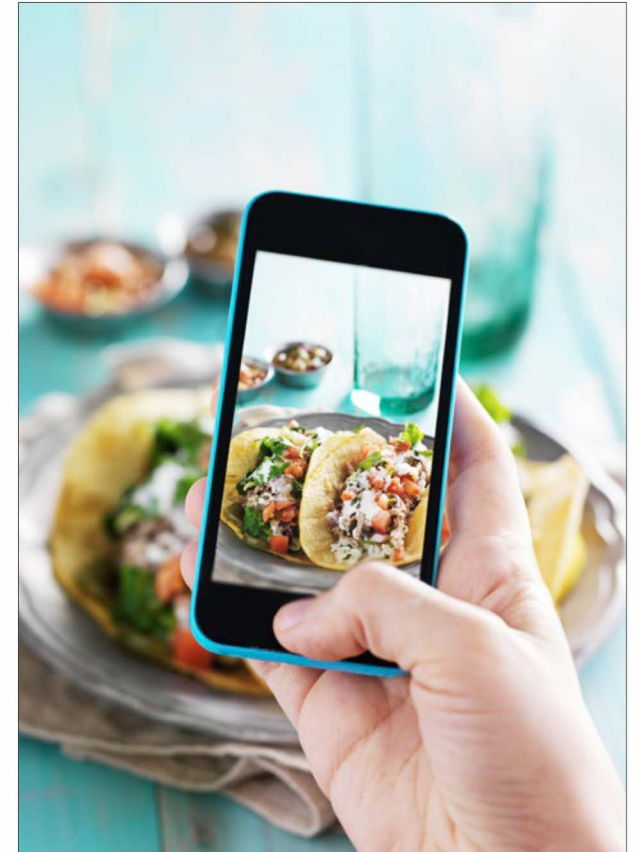
consumers are likely to bring friends, significant others, and relay their experience to others to drive more visits. Based on this valuation, the following numbers were reached from the campaign efforts:

<b>\$582.89</b>	<b>\$26,000</b>	<b>4381%</b>
initial investment	campaign revenue	return on investment

It’s easy to see that with the right tools and tactics, dominating the digital advertising game can have big return —no matter the vertical.

Did an online display ad result in a store visit? With kaizen Sigma’s Digital Advertising, we guarantee impressions and show the conversions and ROI of each campaign, as well as real—world results. We use cutting-edge technology to target audiences that visit specific locations, such as local business competitors or visitors to the local business.

In addition to impressions and clicks, our campaigns track real-world conversions like store visits and phone calls.






# A Little Digital Advertising Goes a Long Way

Want to rock your clients' ROI like Café Mexicana? Contact Kaizen Sigma today!

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