

Data-driven Digital Advertising for the Food Service Industry

Real Business Results. Every Time.





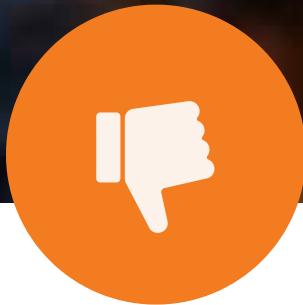
Senthil Govindan,
CEO & Founder

A warm welcome from Datawrkz

We founded Datawrkz in 2014 with a single conviction: that digital advertising can be done better, in every way. After having delivered exceptional full-funnel outcomes for 250+ clients, we've seen this vision come to life over and over. The F&B space is deeply familiar to us. We've enabled new store openings, helped enhance LTO sales, boosted online orders and walk-ins, driven game-day orders, teased out performance through analytics and so much more. We can't wait to show you how much more digital advertising can deliver for your brand, from revenue to efficiency.

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Advertising challenges in the F&B space? We get it.



Ineffective one-size-fits-all approach

A generic marketing approach treats all customers the same, which produces underwhelming results.



Complex customer journeys

It's no longer simple to understand what customers want from brands. From 'sustainable' to 'No GMO', buying decisions are increasingly nuanced.



The 'what next' conundrum

Hypercompetitive markets means that LTO's aren't the panacea they used to be. Where will business growth come from next?

A better way exists

Define better goals

Understand and focus on the metrics truly matter

Clarity about what needs to be done differently

Collect and analyze the right data

Best practices that separates noise from real signals

No matter your goal, we have it covered.

- Marketing/Media strategy
- Media buying
- Dashboarding & Storyboarding
- Digital campaign execution
- Data & Analytics
- Campaign optimization
- Business insights and actions

Delivered by advertising experts & with deep experience in the F&B industry



Our digital advertising is built on data, analytics, tech and expertise



Always-on
campaign optimization



Focused on
ROI and ROAS, always



Bespoke
Customer Data Platform



Your messages. Where your customers actually are.



Connected TV



Display



Video



Social



Search



Audio



At the times it matters most.



By Location



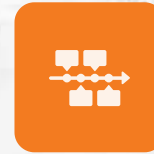
By Time of Day



By Device Type



By Intent



By History



By Segment



By Weather



By Preferences



For example, you could...



Go **hyperlocal**, and advertise to customers within a specific radius of your restaurant. Or your competitor's restaurant.



Utilize **weather-based messaging** to drive restaurant traffic. "Rain getting you down? Come on in for a free coffee!"



Figure out which **messages and offers work best** to change creatives, LTOs, menus & in-store experiences

or, you could...



Identify new customers
based on their food-related
interests on Amazon shopping
or what they order on Alexa

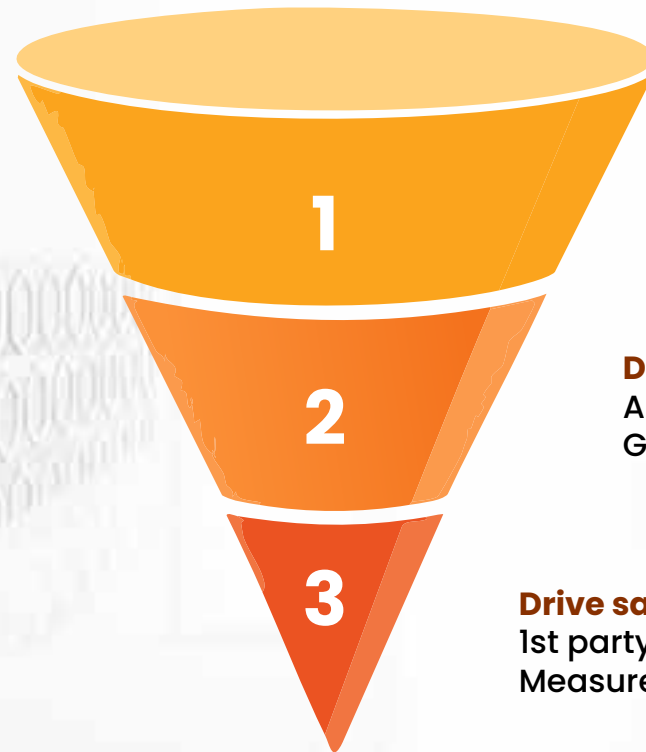


Build **custom cohorts**
and segments and target
them with bespoke offers &
messages, and create
unique user experiences



Engage customers based
on purchase history
"Your favorite pasta, now 30% off!"

Drive awareness, revenue and loyalty via our full-funnel approach



Grow your brand, generate an audience

SEO, Display, Native, Video, CTV, Local, Paid Campaigns.

Drive interest and conversions

Amazon, Meta, TikTok, Snapchat, Instagram
Google Search, Retargeting.

Drive sales and loyalty

1st party data, multiple channels
Measure and optimize customer lifetime value.

We'll measure what really matters

- ✓ Revenue from campaigns
- ✓ Number of visitors
- ✓ Cost per visitor
- ✓ Creatives/messages that drove sales
- ✓ Profitable segments, channels, platforms
- ✓ Customer lifetime value
- ✓ Campaign efficiency and ROAS



Good digital advertising can help F&B businesses drive real business results



Guest loyalty



New revenue streams



Effective LTOs



Guest acquisition




New store openings



In-store sales





But does all this actually work?
**Let's show you some real results
we've delivered.**

CASE STUDY 1:

A large QSR reached 12M unique users and drove 15x ROAS with an audio campaign

THE GOAL

- To execute a streaming audio campaign across various devices, including mobile, desktop, and connected homes.
- Targeting more than 75 designated market areas (DMAs) in the US, focused on the general and Hispanic population.

THE STRATEGY

- Targeted those with QSR-intent based on geofencing; targeted DMAs with unique budgets, diverse creatives
- Partnered with numerous audio publishers and sellers, targeting preferred segments
- Dynamic ad creatives triggered based on specific weather conditions, i.e. only in rainy or snowy weather



12M
Unique Users
Reached

33%
CVR (Store Rate
Conversion)

20%
Return on Ad Spend

CASE STUDY 2:

A pizza chain got 3K orders on a single day

THE GOAL

- A pizza chain wanted to target NFL Fans with NFL specific video ads on CTV.

THE STRATEGY

- Live sports inventory via deals
- 3rd party audience segment targeting to reach sports fans on CTV channels & YouTube
- Target people consuming NFL content on popular news and YouTube channels
- Retarget CTV ad viewers via mobile devices
- Search ads to target people who show intent to make a purchase during the game



3K
Game-Day
Orders

10K
Total Orders

540K
Users Reached

CASE STUDY 3:

A restaurant chain in the Southwest attracted tourists to their locations

THE GOAL

- Increase footfall in their restaurants
- Target tourists/visitors to the city and drive them to the restaurant chain website
- Optimizing for visitors who were close to a restaurant location, and provide directions to the restaurant

THE STRATEGY

- Targeted audiences who showed intent to travel to the cities of interest; overlaid with users who were in the city at the time of the campaign
- Leveraged contextual targeting for users searching for local food or reading about local delicacies
- Tailored messages by zip code with unique landing pages



150+
Table Reservations

31%
Reduction in
Cost Per Reservation

CASE STUDY 4:

A large Mexican QSR chain boosted their NSO performance and guest loyalty

THE GOAL

- A Mexican QSR chain based in the US wanted to announce a new location and increase in-restaurant footfall
- The QSR also wanted to increase the number of people enrolled in their loyalty program

THE STRATEGY

- Location-based targeting focused on city and location
- Contextual display targeting users searching for Mexican food
- Zip code & competitor targeting to capture visitors who were nearby
- In-market audience of foodies to improve conversion



36%
More Website
Visitors

50%
Reduction in
Projected CPM

2
Loyalty Program
Sign-Ups Per Day

CASE STUDY 5:

A pizza restaurant on the West Coast went hyperlocal

THE GOAL

- A hyperlocal, geofenced campaign to target customers visiting a competitor's store
- Targeted customers received a coupon for an offer at the client's store
- The offer and creative varied based on the distance between the client and competitor store



THE STRATEGY

- Developed store-wise and creative-wise performance insights
- Minimized cost-per-coupon-redemption based on store and creative performance
- Campaign budget reallocation based on CPA per store

1,200+
Coupons Redeemed

30%
Reduction in Cost
Per Coupon Redemption

5%
Increase in Online
Orders

CASE STUDY 6:

One of the world's largest QSR chains targeted a multicultural segment

THE GOAL

- This global fast food chain was looking to promote their newly launched beverage across Filipino audiences in the US using display campaigns

THE STRATEGY

- Identify specific Filipino publishers having considerable traffic in the US
- Improve engagement and clicks by innovative ad units such as sliders, interstitials and standard banners
- Frequency Caps to maximize unique reach



15%
Increase in
CTR

30%
Reduction in
CPC

20%
Drop in CPM

CASE STUDY 7:

A large QSR on the West Coast uses Amazon audiences to lift ROAS

THE GOAL

- Leverage Amazon audiences & understand which audience sub segments are driving purchases

THE STRATEGY

- Identified minimal overlapping audiences e.g., foodies, affluent purchases, recent life events and even counter-intuitive segments like vegans & health conscious
- Audiences were setup to target each cohort separately and a control line item with open targeting



20%

Uplift in Return
on Ad Spend

3X

From Cohorts
Segmentation

33%

Fewer Purchases from Cohorts
like Foodies and Alcohol & Tobacco
compared to the control line



Senthil Govindan,
CEO & Founder



Jose Gonzalez
VP Sales, North America



**Scan for Fuss-Free
Digital Advertising**