

## Smashburger Case Study

### **BACKGROUND**

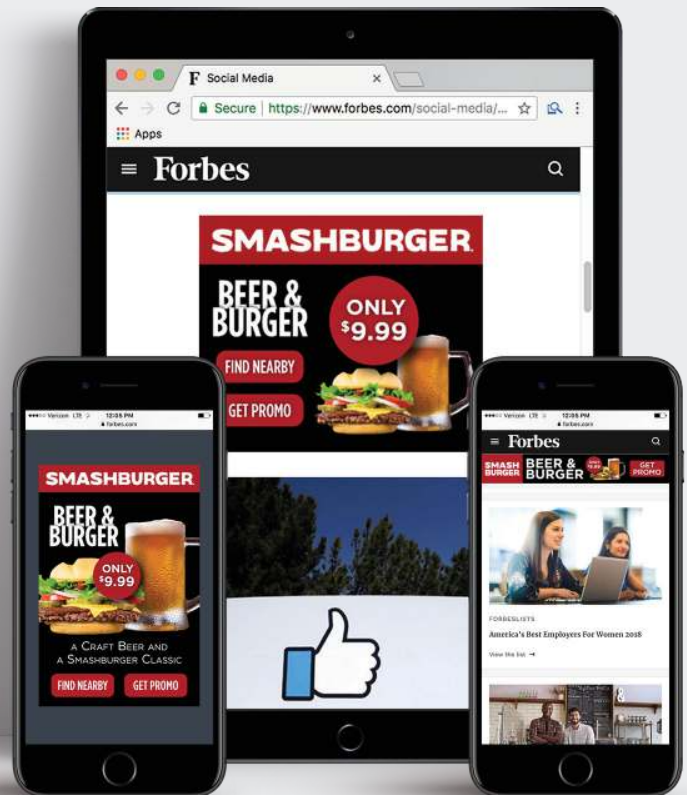
Regrub, Inc., a Smashburger franchise owner turned to ShopAdvisor to help increase its business at three existing and one soon to be opened location in the greater Tampa, FL area. Regrub wanted to leverage ShopAdvisor's mobile marketing solution to attract their ideal diners on their mobile devices with 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 breakthrough.

### **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

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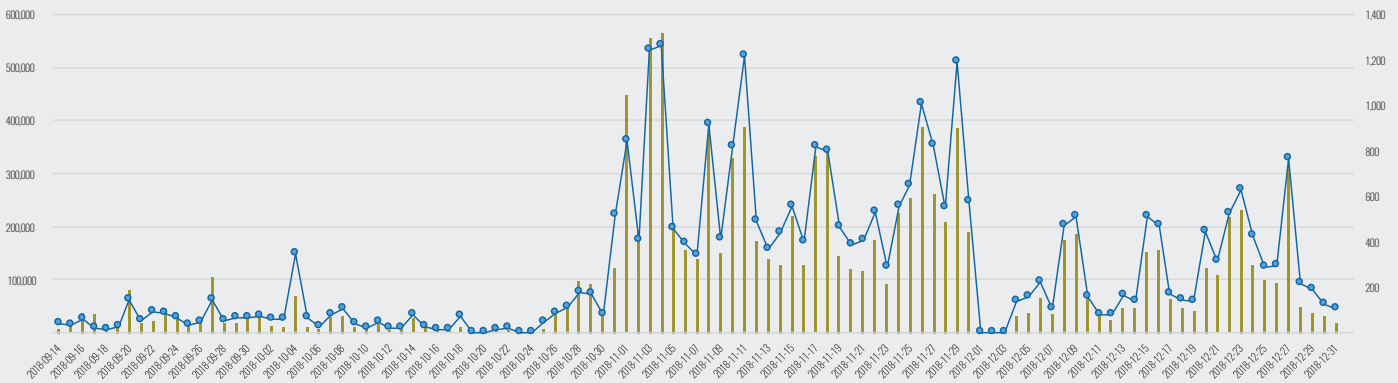
 [contact@shopadvisor.com](mailto:contact@shopadvisor.com)

Over the course of a 90-day campaign, the powered by ShopAdvisor campaign delivered results that either achieved or exceeded Regrub's expectations, including:

- Delivering 11.5M total impressions in and around three restaurant locations
- Securing 31K customer engagements, which entailed getting directions to the nearest location or learning more about meals and offers
- Increasing campaign effectiveness by over 1000% from the first week.
- Reducing overall cost per engagement throughout the campaign from \$4.00 to \$0.76, achieving optimal results by industry standards.
- Obtaining good to excellent engagement with most-important customer segments-average CTR .78%
- Delivering 15% lift in revenue at participating locations when compared the 90 days preceding the campaign.

## DAILY IMPRESSIONS

■ Ads Delivered    ● Audience Engagements



Sales Lift  
**+15%**



Impressions  
**11,473,893**



Customer Engagements  
**31,045**



Cost per Engagement  
**\$0.76**



Click-Through Rate  
**.78%**

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