

EZ Deals Restaurant Marketing Case Study



Client: Clancy's Wheat Ridge, CO Impact on Restaurant Sales After Implementing New Marketing Technology

EZ Deals allows the use of low cost prizes to influence prospects to tell others on social media.

CAMPAIGN INFORMATION

Campaign: Scratch & Win - Various

Company size: 18 Employees

Date implemented: Aug 3rd 2018

Number of locations: 1

CAMPAIGN RESULTS

From: Aug 3 2018 to Sep 3 2019

8399 – Total Coupon Views

7965 – Total Coupon Scratches

5,824 – Total Claims

4,209 – Total Validated Sales

PROJECTED RESULTS

(projections based on previous results)

Annual Cost of EZ Deals:

\$225 x 13 months = \$2,925

Estimated Lifetime Revenues

\$175.00 X 4,209 = \$736,575

Revenue - costs = \$733,650

Does not include cost of prizes

For more information:
Contact: www.EZDeals.co
(800) 921-4380

About the Client:

Clancy's is a very popular Irish Pub, established in 1973, and after several setbacks in previous years, is now stronger than ever. It caters to the business crowd during the lunch hour and a younger hip crowd at night. It has award-winning authentic Irish dishes and a selection of hand-crafted drinks and beer and an eclectic atmosphere.

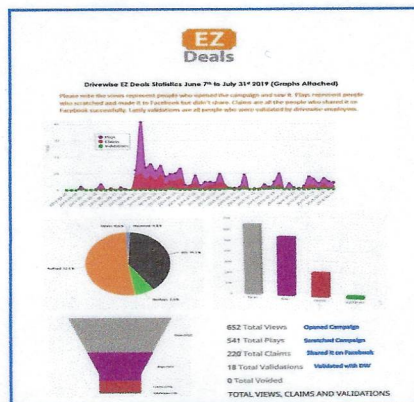
The EZ Deals System Options:

The client signed up for the EZ Deals system on August 3rd, 2018, and social media integration and programming was implemented less than a week later. A standard setup with NFC cards, NFC stickers and a full creative suite including digital gift cards, social media images, a punch card loyalty program, posters with QR codes and EZ Deal network access was provided. The restaurant chose the Scratch and Win type of campaign with various discounts and high margin food and drink items as prizes.

Results After 13 Months

After 13 months, and spending approximately \$225 a month, Clancy's has been able to grow its average nightly revenues by 154%. Since the system tracks everything for clients, it is easy to see that it drove an average of 11 new customers a day to Clancy's since the system was installed. This translates into 4,209 new customers at a cost-per-acquisition of less than \$1.46 each. The restaurant estimated each new customer will spend \$175.00 over their lifetime which is a gross lifetime value of \$736,575.

EZ Deals Campaign Analysis Report



How EZ Deals works to pack restaurants

A restaurant chooses one of 4 campaign types, and EZ Deals produces a creative package and sets up the restaurant's social media links in their system.

Patrons are encouraged by the waitstaff to register to win a prize, just by swiping their phone.

This ensures that most individuals participate in the contest---which then pushes them to share restaurant ads and specials with their social media contacts immediately. (FB states in 2019 avg FB friends = 353)

This causes a flood of new prospects to visit and buy.

9/26/2019