

The Secret to a 12x Return on Marketing Spend



138%
INCREASE
IN SPEND



3x
INCREASE
IN FREQUENCY



12x
RETURN
ON MARKETING
SPEND

The Challenge: Traditional Marketing Channels Yield Diminishing Returns

In late 2018 and early 2019, the decades-old Massachusetts-based chains Papa Gino's and D'Angelo Grilled Sandwiches were facing the issues prevalent throughout the fast casual restaurant industry: overall traffic was down, and same-store sales weren't growing at the pace needed to stay competitive in an sector where new concepts enter the market daily. Incoming ownership group, New England Authentic Eats, needed a way to engage new and existing customers across their locations, while building stronger one-to-one relationships with customers.

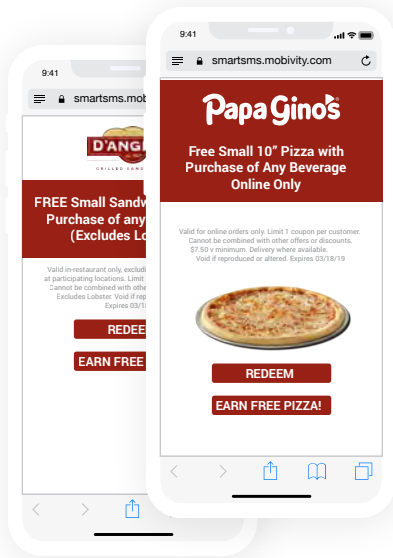
But the challenge wasn't simply same-store sales declines; it was the financial death spiral of traditional marketing channels yielding decreasing returns. With engagement campaigns like email and print already in place, the New England Authentic Eats team was searching for ways to better connect with guests across their 150+ locations in real-time, while driving materially higher returns on marketing spend. Less than a year later, Mobivity solutions deployed throughout Papa Gino's and D'Angelo Grilled Sandwiches locations have resulted in significant gains in guest frequency and spend, providing same-store sales growth throughout the system.

The Solution: Real-Time Offers That Change Guest Behaviors

New England Authentic Eats launched the program into Papa Gino's and D'Angelo Grilled Sandwich locations with a focus on Mobivity's Reach and Recognition solutions, allowing them to send timely mobile offers to their customers via SMS text messaging and capture basket-level transactional data directly at the point-of-sale to verify the effect each offer had on customer frequency and spend.

Unlike traditional marketing channels, the implementation of Mobivity's Reach solution allowed the brands to send customers the right offer at the right time, with visibility into frequency attribution for the first time.

Having the benefit of a machine-learning algorithm that has analyzed billions of full-basket point-of-sale transactions, Mobivity's Recurrency platform was uniquely able to detect frequency patterns that led to data-driven messaging programs specifically designed to positively impact customer frequency and spend.



The Results: Increased Frequency, Average Check, and Return on Marketing Spend

Papa Gino's and D'Angelo Grilled Sandwiches were able to tap into a broader audience through a more responsive medium, driving real results. Members of the Mobivity-powered programs were proven to visit nearly three times more often, and spend 138% more, when compared to customers who were not subscribed to the program over a six-month period. By enticing customers with an engaging digital offer, the brands were able to get more creative with their outreach campaigns, driving a 12x return on marketing spend less than one year into the program's launch.

"Our relationship with Mobivity has had a significant impact on our business. This investment has paid for itself in real-time and has been a key tactic in driving repeat visits, resulting in double digit transaction growth. The insights provided by Mobivity's Recurrency platform into how our customers interact with this new digital engagement channel and how those interactions have driven increased frequency and spend across our system have been incredibly valuable to our business, and will continue to fuel our future growth."



Deena McKinley

Chief Marketing Officer of Papa Gino's and D'Angelo Grilled Sandwiches

To date, mobile subscribers have proven to transact with the brands more frequently than 60% of existing guests, delivering the highest return on marketing spend in the Papa Gino's and D'Angelo Grilled Sandwiches marketing mix.

To learn more, visit mobivity.com or call (877) 282-7660 today.