The Restaurant Industry

Our consumer journey approach: A short and direct path to you.

Here's the thing. Our industry distinguishes between traditional and digital marketing, but your customers do not.

So we use data to bridge the gap between the two and deliver a complete picture of the dynamic journey that customers take before they reach you. More importantly, we work relentlessly to shorten that customer journey and provide them with the most direct path to your doors. All while staying responsive to your needs and goals, and transparent in our costs and communications. Cause if it don't make dollars, it don't make sense.

Why Net Conversion?

We know this industry.
For the past few years we've worked with the restaurant industry and watched it make huge strides in the digital & app mediums. Our media analysts (who are knowledge junkies at heart) are here for it. Remaining curious and eager continue to be our driving forces, allowing us to change our strategies to match those shifts every step of the way.

We know consumers.
Alright, you got us. We don't 100% know every single potential consumer. That would be creepy. What we do know is that every consumer has a unique journey, so we leverage every possible data signal to create the most effective targeting strategies to reach them at the right time with the right message.

We know how to adapt.
We set you up for measurable success by utilizing evolving marketing strategies and data to continually innovate, measure, and improve paid media campaigns. Regardless of the challenge, your business will benefit from our innovative thinking and relentless attitude. We never settle. Why should you?

OUR SERVICES

DIGITAL
- Display
- Paid Social
- Pre-Roll & Social Video
- Metasearch
- Paid Search (SEM)
- Organic Search (SEO)

SEO & MORE
- Local & Organic Search
- Technical SEO
- Consumer Surveys

INTEGRATED
- Addressable TV/ OTT
- Connected TV
- Streaming Radio
- Digital OOH

TRADITIONAL
- TV (Cable, National, Local, Spot)
- Out-of-Home
- Radio
- Print

MARKETING SCIENCE
- Media Mix Modeling
- Cross-Channel Attribution
- Causal Impact / Forecasting
- Propensity Modeling

DATA COLLECTION
- Data Architecture/ Taxonomy Development
- Analytics/ Platform Implementation

MEDIA ANALYTICS
- Dashboarding and Insights
- Bid, Budget, Audience Management
- Ongoing Media Optimization

DATA MANAGEMENT & BUSINESS INTELLIGENCE
- Process and Data Automation
- ETL via **Conversionomics***
- Dashboarding and Visualization

TESTING & PERSONALIZATION
- A/B Testing & Reporting
- One-to-one Customer Experience

*Conversionomics is our proprietary data aggregation and transformation software that helps us deliver actionable data & reporting at scale.
conversionomics.com

OUR CLIENTS

Restaurant Vertical Trends

The once simple consumer purchase path from interest to purchasing has not only evolved but is constantly evolving. New paths are unique to each consumer – creating complexity in the restaurant vertical.

Many consumers research and find inspiration online.

90% of guests research a restaurant online before dining—more than any other business type

**93%** of consumers admit that online reviews impact their decisions

70% of consumers say they'd rather order directly from a restaurant, preferring that their money goes straight to the restaurant instead of a third party.

NET CONVERSION RESTAURANT INDUSTRY CASE STUDY

Net Conversion leveraged Connected TV campaigns to target advanced audiences & raise brand awareness outside of the client's hometown, where they are currently well-established.

By leveraging Performance TV's full integration with the Oracle Data Cloud, we were able to find the exact households that would be receptive to client's brand, and delivered the right number of ads to help client stay top of mind. Our targeting strategy included families, frequent restaurant spenders, and competitor customers.

As the campaign progressed, Performance TV's analytics and reporting showed massive reach. The advanced audience targeting not only resulted in a healthy cost per website visit, but also increased online food orders—a nice bonus to the expected increase to in-store foot traffic.

6,992 Site Visits

0.78% Site Visit Rate

$3.58 Cost per Site Visit
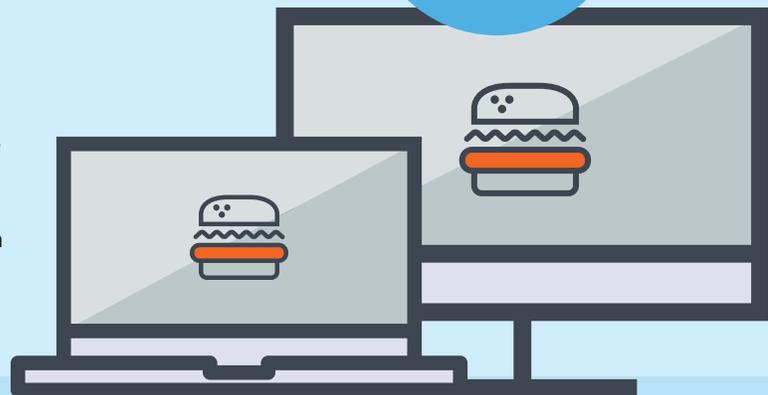
To read more about our case studies across the restaurant vertical go to: **netconversion.com**