

DIGITAL MARKETING CASE STUDY

PIZZA LOVE





THE OBJECTIVE

Our first month successfully helped set a precedent for the future social growth of Pizza Love. Our Prospecting and Retargeting campaigns have all been consistent and our ads are all receiving 9-10 relevancy scores, which indicates our audience is highly receptive to your restaurant and we're targeting them properly.

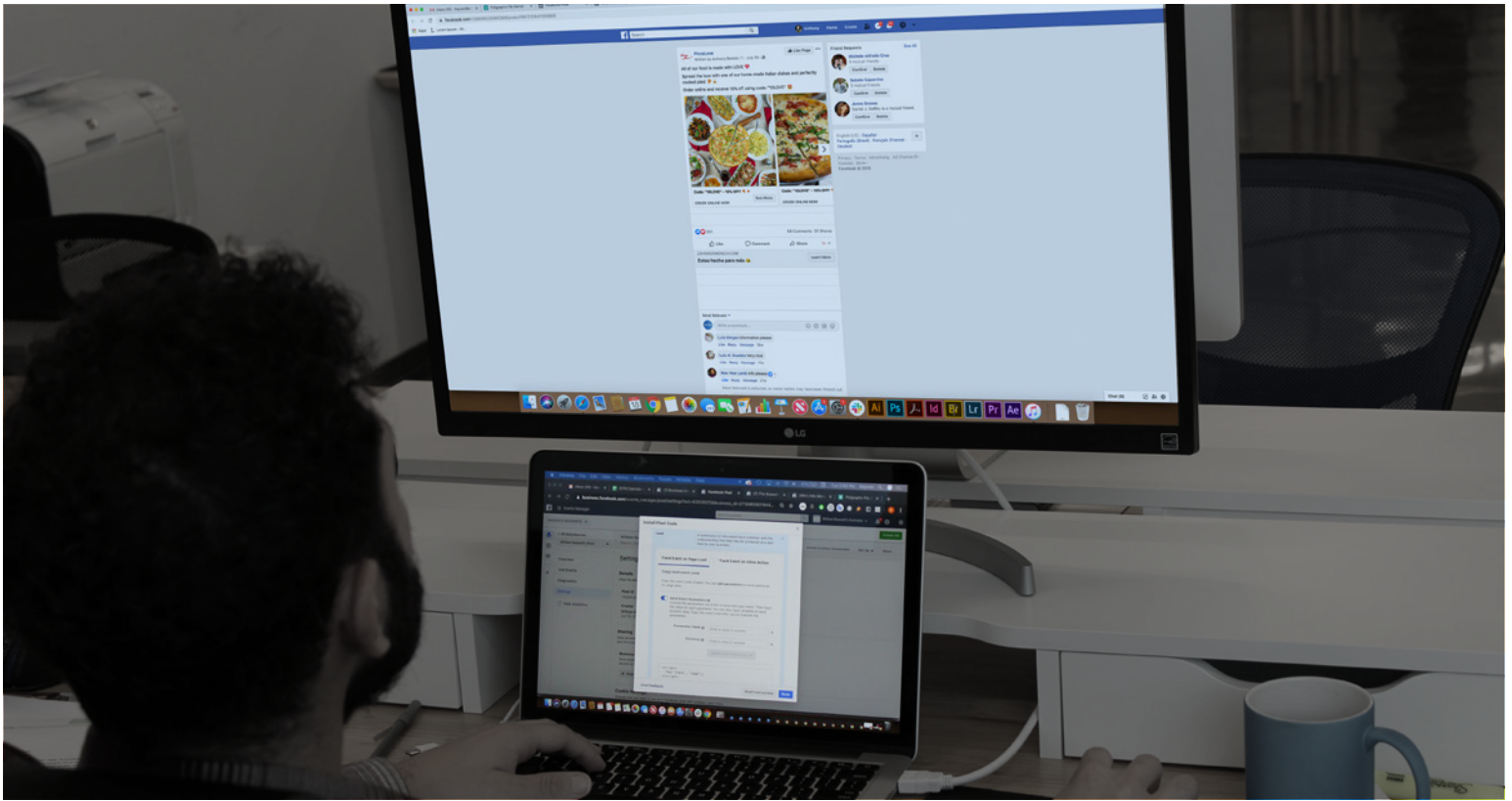


PIX-L GRAPHX HELPED PIZZA LOVE

**INCREASE BRAND
AWARENESS**

**INCREASE ONLINE
ORDERING THROUGH
PLATFORMS SUCH
AS UBEREATS**

**INCREASED FOOT TRAFFIC
TO THEIR RESTAURANT'S
PHYSICAL LOCATION**



THE SOLUTION

PRODUCTS

GRAPHIC DESIGN

VIDEO AD CREATION

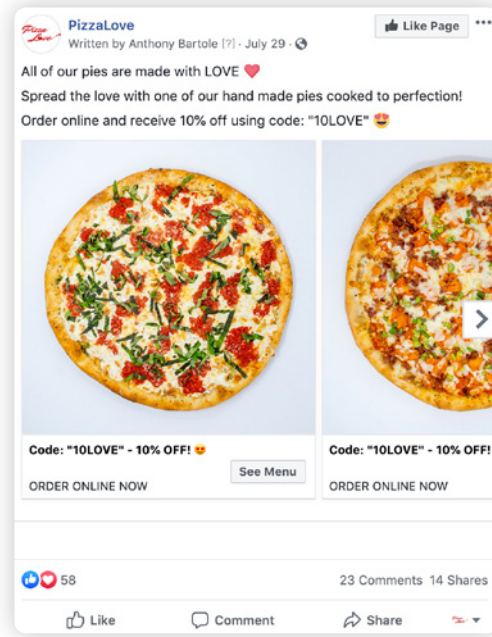
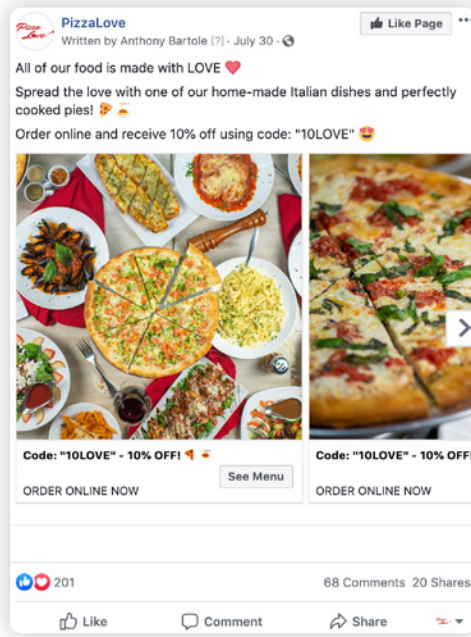
DIGITAL MARKETING

APPROACH

- High Quality social content that will engage the audience
- Obtaining & utilizing audience data within best algorithm practices
- Social Media Marketing designed to draw users to reservation pages, and physical location visits

STRATEGY

- Created responsive content that will engage the audience
- Using achieved data to target the highest quality users most likely to engage with and visit the restaurant
- Optimally tailored digital campaigns that aggregated all engaged users and obtained brand new cold audiences most like the target audience



ONLINE RESULTS

ADVERTISING TIME FRAME: 1 MONTH

Our ads have reached over 25,000 people, making over 123,000 impressions and gaining more than 2,400 post engagements. Pizza Love's Pixel pulled over 18,000 page

views, 470+ phone number clicks, 860+ purchases, 133 "find locations" and 69 new online registrations.

UPON COMMENCEMENT OF DIGITAL ADVERTISEMENTS, PIZZA LOVE SAW INCREASES IN THE FOLLOWING AREAS

18,700+
PAGE VIEWS
+33.5%

473
PHONE NUMBER CLICKS
+29.2%

868
PURCHASES
+204%
43 DIRECT FROM AD

133
FIND LOCATIONS
+33%

69
NEW REGISTRATIONS
+245%

And achieved a click-through-rate more than double the national industry average.*

*Restaurant & Hospitality Industry