

CASE STUDY

5 Napkin Burger Increases Revenue by 25% with Bikky

AT A GLANCE






5 Napkin Burger is a full-service & takeout burger brand with four locations in NYC.

5napkinburger.com




BEFORE BIKKY

5 Napkin marketing needed a way to better connect their guest data.




-  No way to convert third-party delivery guests to direct ordering
-  Difficult to target ads to specific audiences
-  Not easy to prove out marketing ROI for email or ROAS for ads

SOLUTIONS

The 5 Napkin marketing team can finally quantify and qualify marketing efforts.

-  All data pulled into Bikky where segments trigger email, SMS, and ad campaigns.
-  Conversion rates are shown weekly on a campaign by campaign basis
-  Brand owns guest data vs. relying on third-party delivery marketplace

RESULTS

-  **10.1 ROAS** for Facebook ad campaign converting third-party delivery guests to first-party
-  **25% increase** in revenue per guest for recipients of new Welcome Email drip campaign
-  **100% visibility** into email and ad revenue reporting



"Bikky helps us to communicate with our guests and track the ROI of our marketing efforts, which we have never been able to do in the past. Bikky has become a big part of our strategy and we are excited to work with them well into the future."

Robert Guarino
Owner
5 Napkin Burger

