

## QUICK SERVICE SUCCESS

A CASE STUDY POWERED BY VISIT LOCAL

### THE SETUP & CAMPAIGN DETAILS

Moe's, a quick-serve, Mexican restaurant, is famous for their queso. So when Chipotle launched their own recipe, Raleigh, NC regional Moe's turned to their agency for a creative solution. The agency decided to run a campaign on Facebook to drive downloads of the Moe's app and offer a coupon for the chain's famous queso.

The goal of the campaign was threefold: 1) to increase foot traffic to Moe's restaurants 2) coupon redemption to keep their customers and 3) win competitive customers.

### SOLUTION

Moe's digital agency used VISIT Local to create a custom audience based on where people have eaten. They built their audience from their own Moe's visitors, direct competitors' visitors (Qdoba and Chipotle) as well as indirect competitors, casual Mexican restaurants in the Raleigh, NC Area. Their total audience size was about 20,000 burrito lovers.

The agency was able to take their audience out of the VISIT Local platform and upload it as a Facebook custom audience. Facebook matched 85% of the device IDs to Facebook accounts.

### RESULTS

From this hyper-targeted audience, Moe's saw a 67% increase in conversions. The conversion rate of app downloads and coupon redemption lifted from 0.06% to 0.1%.



We've already been making extensive use of Reveal Mobile's audience builder for creating location-based audiences. With the addition of the new foot traffic and competitive analytics, our team brings insights to our clients that they've never seen before. This helps reinforce our thought-leadership and credibility with our clients and in the market.

- VP Digital Marketing

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Location-Based Audiences to Reach and Win Over Moe's Diners

### Serving Up Queso to Location-Based Audiences



THE TOTAL AUDIENCE SIZE, CREATED WITH VISIT LOCAL

**20,000**



CONVERSION RATE OF APP DOWNLOADS AND COUPON REDEMPTION INCREASE

**67%**

### Want to learn more?

Interested to learn more about VISIT Local? Click here to request a demo.