

# CASE STUDY

**INCREASE DINE-IN TRAFFIC**



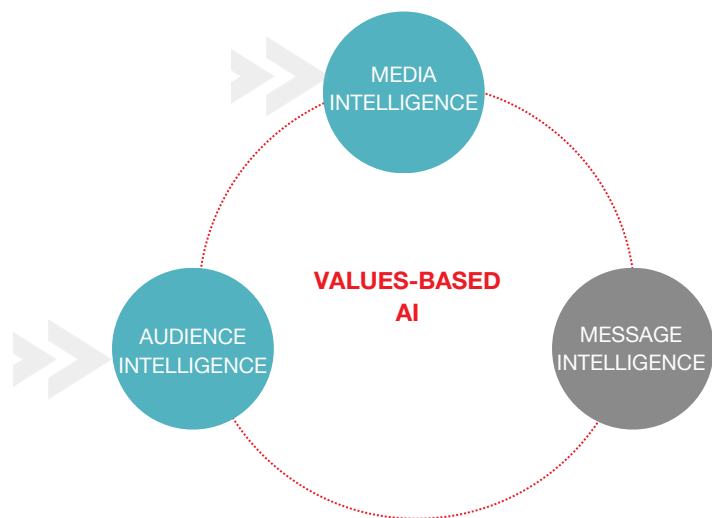
**ALETHEIA**  
MARKETING & MEDIA



## CHALLENGE

**BOOST IN-PERSON TRAFFIC & REVENUE WITH TARGETED MARKETING STRATEGIES FOR A REGIONAL CASUAL RESTAURANT CHAIN.**

## SOLUTION



Our **Media Intelligence** experts created and continually optimized media strategy, and our **Audience Intelligence** tools matched the client's creative to our refined audiences to improve conversion to dine-in sales.

## RESULTS

**40,000** CUSTOMERS

Increased dine-in traffic for a record breaking week

**14.9%** HIGHER REVENUE

Generated a notable revenue peak

**STRONG CTRs and VIDEO VCRs**

# CASE STUDY



ALETHEIA  
MARKETING & MEDIA

## REVITALIZING DINE-IN TRAFFIC FOR A TEXAS FAVORITE

### BOOST TRAFFIC & REVENUE WITH TARGETED MARKETING STRATEGIES

A Texas-based casual dining restaurant partnered with us to address a critical challenge: revitalizing their dine-in traffic while sustaining consistent revenue growth. Leveraging our strategic media planning and audience expertise, we tailored their target audiences to increase dine-in traffic for their first spike in 18 months. Our team employed a tiered approach to ensure precision in targeting and execution. We expanded the client's audience reach to include their core consumers while identifying opportunities to a

younger demographic in certain regions. By leveraging meta-video campaigns and high-performing creative, we achieved superior Click-Through Rates (CTR) and maintained consistent customer engagement, optimizing factors like ad quality, targeting, and campaign structure to sales conversion. Our Media Strategy Experts earned client trust in budget pacing moving into a new year, continuing to refine spend and strategies based on market variations around each store, ensuring the highest possible dine-in traffic and maximizing local impact.

## »» RESULTS

Increased dine-in traffic with a **peak of over 40,000 customers** during Veterans Day week, highlighting our audience-definition success.

Achieved a strong correlation between increased marketing spend and higher sales, with a notable **revenue peak approximately 14.86% higher** than when we started.

Delivered high-performing campaigns with **strong CTRs** and **improved video completion rates** (VCR), validating our creative approach through highlighting their exclusive daily dine-in value meals.

Our expertise in leveraging targeted strategies, creative optimization, and localized insights ensures every dollar is spent with precision, resulting in increased traffic, higher engagement, and sustained growth. As we deliver a highly consultative approach, we continue to apply our Media, Messaging, and Audience Intelligence tools and strategies to deliver results.