



Small Restaurant/Takeaway Case Study

28 SEP 2019 – 09 OCTOBER 2019

Details

- ▶ Client = Small restaurant, 20 seats , KFC Style, opened in April 2019
- ▶ Location type = Medium size city , population of 137k
- ▶ Type of program = Loyalty + FB ads + QR code on the menu, inside the restaurant and outside the restaurant in the window

Targeting Android users + iPhone users



Audience

Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience ▼

Custom Audiences ⓘ

Exclude | Create new ▼

Locations ⓘ Location:
• Romania: Baia Mare (+17 km) Maramureş County

Age ⓘ 18 - 65+


Gender ⓘ All genders

Detailed targeting ⓘ People who match:
• Behaviours: Facebook access (mobile): Android devices

Show more options ▼

Save This Audience

Audience definition

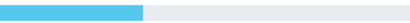


Your audience is defined.


Potential reach: 43,000 people ⓘ

Estimated daily results

Reach ⓘ
1.5K-4.4K



Replies ⓘ
1-10



The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Audience

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Create new audience Use saved audience ▼

Custom Audiences ⓘ

Exclude | Create new ▼

Locations ⓘ Location:
• Romania: Baia Mare (+17 km) Maramureş County

Age ⓘ 18 - 65+


Gender ⓘ All genders

Detailed targeting ⓘ People who match:
• Behaviours: Facebook access (mobile): Apple (iOS) devices

Show more options ▼

Save This Audience

Audience definition




Your audience is defined.


Potential reach: 10,000 people ⓘ

Estimated daily results

Reach ⓘ
838-2.4K



Replies ⓘ
< 10




The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.


Were these estimates helpful?

Offer = 6 churros + Nutella

Single image + Carousel

 **B-OWL by #dordepulpa**
Sponsored · 🌐


Hello fani B-OWL 🦉,
Avem o mare surpriza pentru voi 🤪
... See More





MESENGER
Apasa pe **GET OFFER** si
primeste 6 **CHURROS** cu... [GET OFFER](#)

👍❤️🤪 Chereches Vasile and 69 others
13 comments 11 shares

👍 Like 💬 Comment ➦ Share

 **B-OWL by #dordepulpa**
Sponsored · 🌐

Hello fani B-OWL 🦉,
Avem o mare surpriza pentru voi 🤪
... See More



Apasa pe **GET OFFER** si... [Get Offer](#) Apasa pe **OFFER** s... [OFFER](#)

👍 16 2 shares

👍 Like 💬 Comment ➦ Share

Campaign Results

28 Sep 2019 – 8 October 2019

The screenshot shows the Facebook Ads Manager interface. The top navigation bar includes the Facebook logo, 'Ads Manager', a search bar, and 'One Step Social Ads'. Below this, the account name 'B-OWL Ad account 1 (538415700...)' is displayed, along with 'Updated just now', 'Discard Drafts', and 'Review and publish' buttons. A search bar and filter options are present. The main content area shows a tabbed interface with 'Campaigns' selected. A toolbar includes '+ Create', 'Duplicate', 'Edit', and 'Rules'. The table below displays campaign performance metrics. The 'Results' column for the 'B-OWL Loyalty program V1' campaign is circled in red, showing 163 messaging conversions. The 'Cost per result' column for the same campaign is also circled in red, showing £0.29. The 'Amount spent' column for the 'B-OWL Loyalty program V1' campaign is circled in red, showing £46.96. The 'Results from 2 campaigns' summary row also has these three values circled in red.

Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends	New messaging connections	Messaging replies
B-OWL Loyalty program V2	Active	£5.00 Daily	Messaging conver...	—	—	Per messaging conv...	£0.00	Ongoing	—	—
B-OWL Loyalty program V1	Inactive	£5.00 Daily	Messaging conver...	9,570	34,653	£0.29	£46.96	Ongoing	156	239
Results from 2 campaigns			163	9,570	34,653	£0.29	£46.96		156	239
			Messaging convers...	People	Total	Per messaging conv...	Total Spent		Total	Total

Total ad spend = £46.96

Messages = 163

Cost per client acquisition and messaging cost = £0.29

Ad set results

Facebook Ads Manager interface showing ad set results for a campaign. The account is "B-OWL Ad account 1 (538415700...)" and the campaign is "1 selected". The date range is "28 Sept 2019 - 8 Oct 2019".

Account overview | Campaigns | Ad sets for 1 Campaign | Ads for 1 Campaign

Columns: Performance | Breakdown | Reports

Ad set name	Delivery	Bid strategy	Budget	Last significant edit	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule
Android users + Mobile only	● Not delivering Campaign is off	Lowest cost Replies	Using camp...	30 Sept 2019, 22:55 18 days ago	113 Messaging...	7,712	26,848	£0.31 Per messagin...	£34.80	Ongoing	28 Sept 2019–Ongoing
Iphone Users + Mobile only	● Not delivering Campaign is off	Lowest cost Replies	Using camp...	30 Sept 2019, 22:55 18 days ago	52 Messaging...	2,598	9,220	£0.28 Per messagin...	£14.40	Ongoing	28 Sept 2019–Ongoing
> Results from 2 ad sets ⓘ					165 Messaging c...	9,712 People	36,068 Total	£0.30 Per messaging...	£49.20 Total Spent		

Number of Android users is higher than the Apple Users but roughly same acquisition cost

Subscribers gained from the beginning of campaign 28/09/19 – 08/10/19



- ▶ 154 subscribers with minimal cost
- ▶ All these subscribers will be used to refine future audiences and understand customers in better way
- ▶ All subscribers acquired in a GDPR compliant way
- ▶ We have received the telephone number and email address from each subscriber

Google sheets database

B-owl Loyalty Card Chatbot Database ☆

Fișier Editare Afișaji Inserare Formatare Date Instrumente Suplimente Ajutor [Toate modificările salvate în Drive](#)

100% lei % .0 .00 123 Prestabilit... 10 B I A

	A	B	C	D	E	N	O	S	T	U	V	W	X	Y	Z	AA
1	First Name	Last Name	Email	Phone	MC User ID	ps_joinedAt	ps_pid									
2	Adrian	Dor		7274	2285381998225866	2019-09-24 17:47:54	AiX6tZID2									
3	Fabiola	TI		91	2484926058289082	2019-09-24 19:29:06	AiX6tZID2									
4	Adrian	V		86	2407795525966324	2019-09-25 13:59:06	AiX6tZID2									
5	Luly	Lt		76	2654018148016251	2019-09-25 14:59:17	AiX6tZID2									
6	Burzo	B		44	2404348689620378	2019-09-27 12:23:44	AiX6tZID2									
7	Alina	C		23	2522606301134302	2019-09-27 12:27:03	AiX6tZID2									
8	Madalin	P		08	3223167421056934	2019-09-27 12:48:21	AiX6tZID2									
9	Florentina	P		30	2257265431051660	2019-09-27 13:57:45	AiX6tZID2									
10	Vaida	B		63	2086594718106650	2019-09-27 13:59:09	AiX6tZID2									
11	Renata Ioana	Ș		86	2309485209160468	2019-09-27 14:33:02	AiX6tZID2									
12	Laura	P		13	2475386075838503	2019-09-27 20:34:34	AiX6tZID2									
13	Antonia	A		95	2433105030142454	2019-09-28 12:08:46	AiX6tZID2									
14	Pop	D		39	2744171002260272	2019-09-28 12:35:10	AiX6tZID2									
15	Daniel	G		46	2781196215225831	2019-09-28 12:51:41	AiX6tZID2									
16	Ionuț	le		75	3021561164585049	2019-09-28 16:09:29	AiX6tZID2									
17	Stefania	C		50	2728862213791792	2019-09-28 17:19:11	AiX6tZID2									
18	Andrea	B		91	2977568715590945	2019-09-28 20:32:39	AiX6tZID2									
19	Denis	M		82	2467002183380216	2019-09-29 06:39:18	AiX6tZID2									
20	Amalia	S		73	2545180565541474	2019-09-29 07:51:04	AiX6tZID2									
21	Mara	B		98	2485668138190092	2019-09-29 10:36:17	AiX6tZID2									
22	Denis	Te		56	2419398544762835	2019-09-29 10:50:13	AiX6tZID2									
23	Sofia Ruxandra	R		36	3049799655092551	2019-09-29 11:39:16	AiX6tZID2									
24	Raisa	R		17	2931213936893827	2019-09-29 12:31:59	AiX6tZID2									
25	Gabriela	Zi		05	2009862179115571	2019-09-29 14:18:34	AiX6tZID2									
26	Donca	Io		50	3021414204595633	2019-09-29 15:01:30	AiX6tZID2									
27	Cătălin	D		86	2417337601694196	2019-09-29 15:08:18	AiX6tZID2									
28	Adrian	Lt		45	2372017432896471	2019-09-29 15:09:16	AiX6tZID2									
29	Teodora	B		20	2428382213945666	2019-09-29 15:09:45	AiX6tZID2									
30	Nina	O		48	3053918164624210	2019-09-29 15:20:08	AiX6tZID2									
31	Oltean	G		33	2352231928222795	2019-09-29 16:01:20	AiX6tZID2									
32	Kurpe	A		13	3236755363032092	2019-09-29 16:02:58	AiX6tZID2									
33	Dan	C		88	2400667080044454	2019-09-29 16:10:19	AiX6tZID2									
34	Andrei	Ci		05	2521206864628241	2019-09-29 16:18:13	AiX6tZID2									
35	Larisa	Ach		2335	2651556171563442	2019-09-29 17:58:36	AiX6tZID2									

+ Foaie1 Explorați

Reports



Reports 28/09/2019 – 08/10/2019

- ▶ 84 loyalty cards/mobile wallet installs
- ▶ 18 redemptions
- ▶ 2969 points spent
- ▶ Average order value = 165

2nd Campaign after optimisation

The screenshot shows the Facebook Ads Manager interface for the account 'B-OWL Ad account 1 (538415700...)'. The campaign 'B-OWL Loyalty program V2' is selected. The table below displays the campaign's performance metrics.

Campaign name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount spent	Ends	New messaging connections	Messaging replies
B-OWL Loyalty program V2	Active	£5.00 Daily	112 Messaging conve...	4,660	7,616	£0.11 Per messaging conv...	£12.20	Ongoing	110	171

The screenshot shows the Facebook Ads Manager interface for the account 'B-OWL Ad account 1 (538415700...)'. The view is focused on the ad set 'Mobile only' for the selected campaign. The table below displays the ad set's performance metrics.

Ad set name	Delivery	Bid strategy	Budget	Last significant edit	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule
Mobile only	Active 1 approved	Lowest cost Replies	Using camp...		112 Messaging...	4,660	7,616	£0.11 Per messagin...	£12.20	Ongoing	8 Oct 2019–Ongoing

► 112 messaging connections at a cost of £0.11 for only £11.63 spent

New subscribers



Reports

Facebook Pages

38,802 ▲1045%
● REACH

1,032 ▲147%
● VIEWS

1,771 ▲448%
● ENGAGED

1,535 ▲1081%
● CLICKS

246 ▲332%
● LIKES



Mobile Wallet Installs

142 ▲7000%
● MOBILE WALLET INSTALLS



Total Redemptions

27 ▲575%
● TOTAL REDEMPTIONS



Total Amount spent

3,974 ▲310%
● TOTAL AMOUNT SPENT



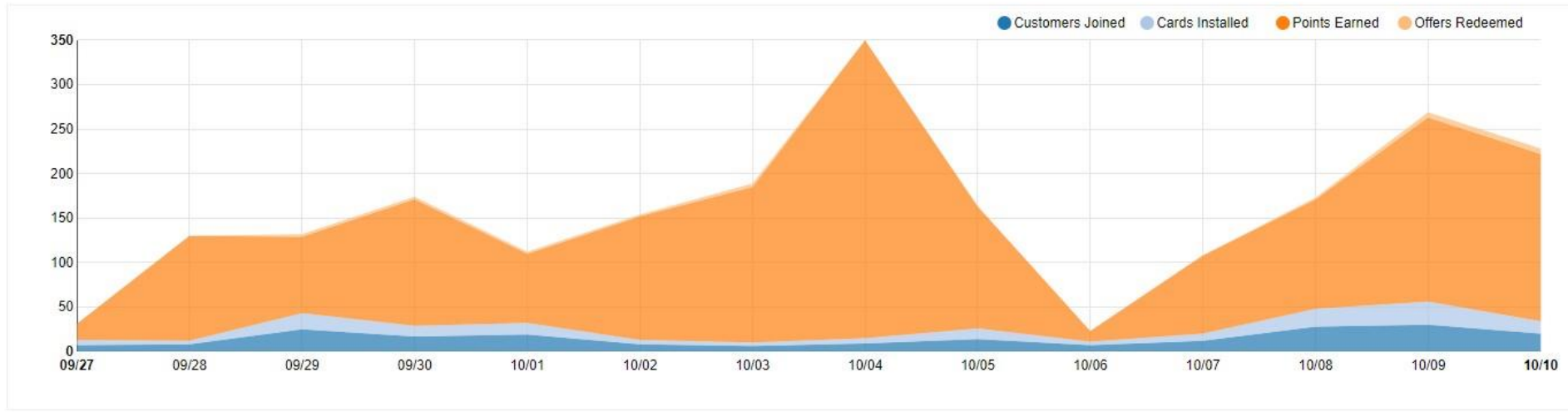
Average Order Value

147 ▲
● AVERAGE ORDER VALUE



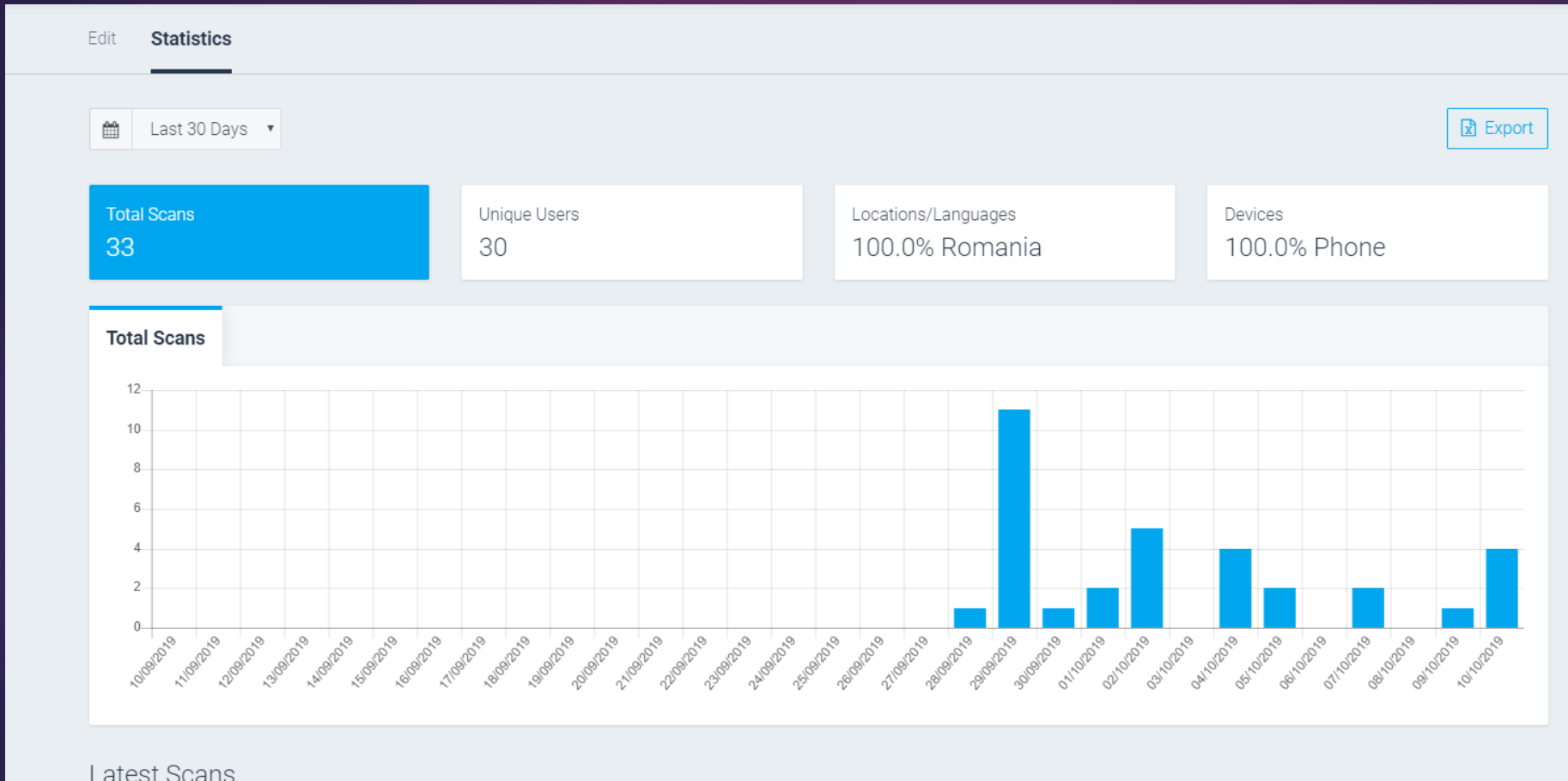
Reports

Analytics



213	Customers Joined
387	Customer Activities
156	Cards Installed
4053	Points Earned
1175	Points Spent
132	Offers Claimed
39	Offers Redeemed

Qr Code design + statistics



Report 09 OCT 2019 – 21 MAR 2020

Without any Ad Spend



B-OWL

Oct 9, 2019 - Mar 21, 2020

Facebook Pages

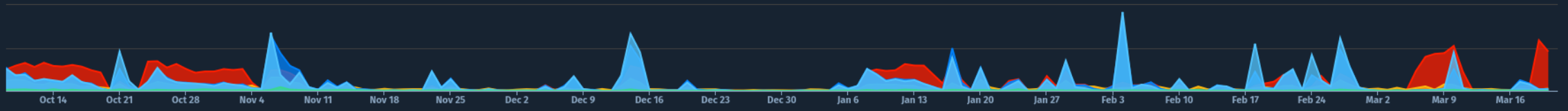
176,395 ▲155%
● REACH

3,362 ▼30%
● VIEWS

6,896 ▲41%
● ENGAGED

7,133 ▲69%
● CLICKS

384 ▼68%
● LIKES



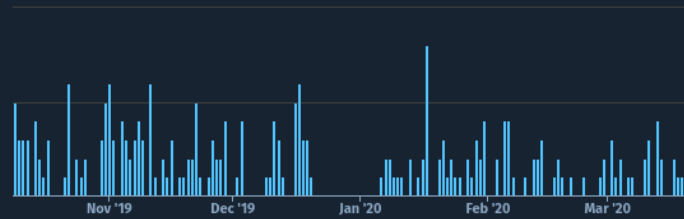
Mobile Wallet Installs

291 ▲137%
● MOBILE WALLET INSTALLS



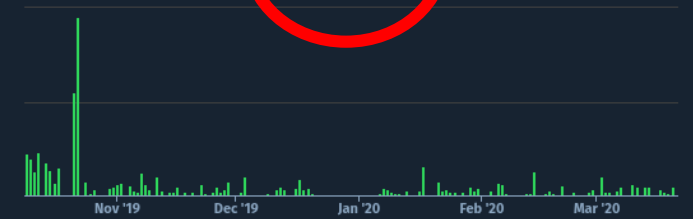
Total Redemptions

239 ▲546%
● TOTAL REDEMPTIONS



Total Amount Spent

12,474 ▲444%
● TOTAL AMOUNT SPENT

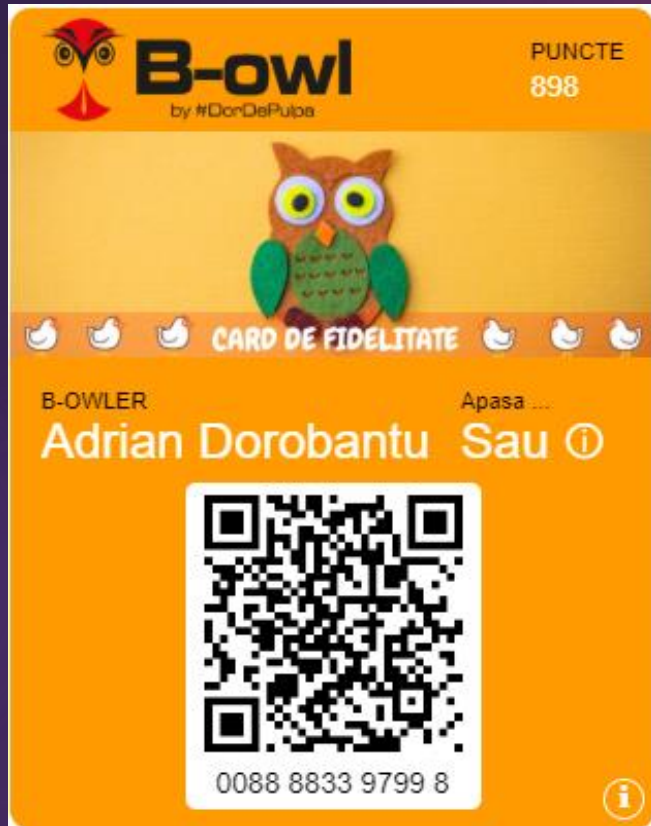


Average Order Value

52.19 ▼78%
● AOV



Design of the Mobile Wallet Loyalty Card and offers



The Result



Adrian Vlad
Chereches

[View User Profile](#)



We Love Reviews



2019/10/21



- ★★★★★ Helpfulness
- ★★★★★ Knowledge
- ★★★★★ Follow-up
- ★★★★★ Service Quality
- ★★★★★ Value for Money

Very satisfied

Collaboration with your company has been a real success. Many new clients have breached my business threshold because of you. I recommend with the utmost confidence.

Conclusion

- ▶ A good marketing strategy
- ▶ An irresistible offer + great images
- ▶ An ad targeted correctly
- ▶ Together with a business that offer quality services and care about its customers

It will always be a WIN!!!

Contact details

- ▶ Onestep Social Marketing LTD
- ▶ Telephone : +447724725274
- ▶ Email : adriandorobantu@onestepsocialads.com
- ▶ Or scan the QR code below

