



## Case Study

Millions of newly identified customers drive increased conversion rate, frequency, and check

### Challenge

A Quick Service Restaurant (QSR) brand with more than 7,000 locations nationwide wanted to target their highest value customers. The goal was to increase customer engagement, drive incremental visits, and increase check size.

The QSR Brand needed to confidently identify the highest value customers and estimate a conversion rate that would optimize campaign planning and ROI. However, it did not have the instruments to pinpoint and analyze non-loyalty customers, so the scope was constrained to a small fraction of its customer base.



### Solution

Bridg, and its industry leading customer data platform solution, provided the Brand with the tools to identify tens of millions of unknown in-store customers, and gain access to their item level purchase behavior.

The Brand was able to segment loyalty and non-loyalty customers, and define the highest value clients by activity, frequency, and spending habits. It then targeted high value customers through paid social ads and measured efficiency by leveraging Bridg's closed loop measurement capabilities.

### Impact

**34%+ increase**  
in customer conversion rate

**5%+ increase**  
in average frequency

**22%+ increase**  
in average check value