RESTAURANT MARKETING
ATTRIBUTION

BLOOM
INTELLIGENCE

Today's restaurant industry is packed with fierce competition. Customers have more options of where they choose to dine than ever before. Because of this, restaurant owners and operators need to do everything they can to ensure that their restaurant marketing strategy is optimized to its highest potential.

Until recently, brick-and-mortar businesses did not have the advantage that online companies have enjoyed for so long – plentiful customer data at a very low cost. And without reliable, comprehensive, real-time customer data, offline marketing attribution becomes extremely difficult. For restaurants and retail stores, it can become downright frustrating.

Fortunately, there is now a way to gather the data you need for effective offline marketing attribution. This will give restaurant marketing professionals the ability to finally receive tangible revenue credit.

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WHAT IS
MARKETING ATTRIBUTION?

Wikipedia defines marketing attribution as, "a set of user actions ('events' or 'touchpoints') that contribute in some manner to a desired outcome, and then the assignment of a value to each of these events."

For instance, if you run a marketing campaign with an advertisement on a local radio station, you want to know how many customers came to your place of business, and how much they spent as a result of the advertisement. This would allow you to evaluate the efficacy of the radio spot.

Being able to tangibly see a positive or negative return on investment from the campaign would give you the information

needed to make an intelligent, data-driven decision on whether or not you should continue the campaign, possibly make changes to it, or stop it altogether.

Adding attribution to your restaurant marketing strategy can improve your results tremendously. **According to Gartner**, the typical outcome of implementing attribution is a 20-30% gain in media efficiency and corresponding increases in ROI.

WHY IS RESTAURANT MARKETING ATTRIBUTION IMPORTANT?

The whole concept of restaurant marketing attribution is to quantify the influence that each of your advertising campaigns have on a patron's decision to visit your restaurant, or to come back again. And then using that data to make improvements to your strategy.

But you need to have the data, and most restaurants and retails shops simply don't have the budget or the time to purchase or gather it.

For offline businesses, this can be a major challenge. So much of a challenge that according to **a study** by Nation's Restaurant News and Conversant media, fewer than one in five restaurant marketers say they're extremely confident in their knowledge of their diners outside of their own restaurants.

Many of these owners and operators will focus on individual channels, and which channels provide the most effective impact on overall sales. This form of measurement is simply not enough in today's ultra-competitive marketplace.

Accurate offline marketing attribution today needs to be on a much more personal level, and the data needs to be much more comprehensive. This requires large-scale, accurate and comprehensive data collection, which until now has been much too costly for most restaurant owners and operators. In fact, 70% of marketers **have reported** that cost justification was their main obstacle.

Fortunately, WiFi technology has recently produced a whole new way of gathering reliable, accurate, and comprehensive data from customers who actually visit your place of business. Most notably, it can be done for pennies-on-the-dollar compared to traditional market research methods.

GATHERING EFFECTIVE MARKETING ATTRIBUTION DATA USING
GUEST WIFI

When customers with WiFi-enabled devices (smart phones, laptops, tablets) come into your business, the devices emit wireless signals as they scan for a WiFi access point. With a WiFi marketing and analytics platform like **Bloom Intelligence** installed, you can identify and track each individual device by a unique code contained in the signal.

Once logged, the system will begin keeping track of all past, current and future times that the device comes into range.

Even if the customers do not log into WiFi, the platform knows that someone is there, how long they have been there, and if the visit is a first-time, or repeat visit. This can give you powerful marketing insight into your customer behavior.

It is much like Google Analytics, but for your physical location.

You will be able to instantly see key performance indicators from a very large percentage of your customer base – all updated in real time.

You'll see data like:

- ✓ Dwell Times and Dwell Times by Hour
- ✓ First-time Visitors
- ✓ First-time Visitor Return Rate
- ✓ Average Customer Churn Rate
- ✓ Popular Visit Times

Multi-unit chains can even compare their different store analytics, such as traffic data or customer churn rates of each location or group averages of multiple locations. This helps to identify opportunities to optimize operations and marketing, or to test new ideas.

Most importantly, all this can be done without a single user logging into your WiFi access point. Bloom Intelligence is one of the only **WiFi analytics** providers who can offer this feature.

However, when customers do log into the WiFi access point, even more valuable data can be collected, and effective marketing attribution can be implemented.

When a customer attempts to log into WiFi at your place of business, they will not be immediately allowed access to the internet. Instead, they will be taken to a WiFi landing page, also known as a captive portal. This "transition" page requires the customer to enter some information, such as their name and email address, prior to accessing the internet.

At this point, Bloom Intelligence instantly creates a customer profile for the customer. All of the data previously associated with the device will be added to the customer profile, along with data from their current visit, and any future visits.

Using the Bloom Intelligence advanced suite of marketing tools, marketing campaigns can be created which can target specific customer personas, or be sent to your entire customer database. And since Bloom knows who received the message, who came back to your place of business, and whether or not they redeemed any offer, tangible marketing attribution data can be realized.

We suggest targeting specific messages to specific customer personas. According to

a study from Mailchimp, a Bloom Intelligence partner, marketing email recipients are 75% more likely to click on emails from segmented campaigns than non-segmented campaigns. And an article from **CMO.com** stated that targeted promotions are, on average, almost twice as effective as nontargeted ones. Mailchimp also noted that email open rates are 14.31% higher in segmented campaigns.

How do consumers feel about targeted promotions? According to a survey by social marketing firm **Communispace**, consumers are willing to trade their data for deals, points, or discounts. And younger people are more willing to do so than older consumers: 60 percent of Millennials would willingly share their data for coupons or promotions.

With Bloom, you'll know who received a marketing message, who actually viewed it, who came back through your doors, and who redeemed any offer. This is data that brick-and-mortar stores have never been able to access before, and it is extremely valuable when developing marketing strategy, evaluating existing strategy, or testing specific messages.

Get Started Today
WITH BLOOM INTELLIGENCE!

One of the most powerful benefits that a business can gain from using a WiFi marketing and analytics platform is the ability to see accurate, real-time results from WiFi restaurant marketing campaigns.

After all, if a business is unable to track performance of marketing campaigns accurately, it becomes impossible to know if they are providing positive ROI. Likewise, testing and optimization are impossible without data and attribution.

Bloom Intelligence gives you the ability to track the results of every campaign you create – all the way down to a customer returning to your place of business and/or redeeming an offer. Bloom's WiFi analytics detect the device of any consumer who walks back into your location that received one of your offers, messages or surveys.

This allows you to see which campaigns are working well, and which need attention. Likewise, it allows you to do A/B testing on your messaging and media to gain the largest ROI possible.

Isn't it time that your business employs a more effective and strategic marketing and advertising strategy? Are you ready to start saving on marketing costs while improving results? Now you can with the Bloom Intelligence WiFi marketing and customer intelligence platform.

To learn more about the ways the Bloom Intelligence growth tools can help you improve your restaurant marketing to drive more sales, improve overall customer experience, measure customer sentiment and grow your business, schedule a free demo today.

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