



Moe's Southwest Grill heats up new customer interest



Company Overview

Moe's Southwest Grill is an American fast-casual restaurant franchise chain that features fresh, flavorful, made-to-order food.

“The partnership between Moe’s Southwest Grill and Quantcast has elevated the fast-casual brand’s digital marketing strategy to drive trials with new consumers. Introducing the Moe’s brand to a new audience proved to be successful in driving in-store traffic to the brand’s 700 locations.”



ALAN MAGEE
MARKETING DIRECTOR, MOE'S SOUTHWEST GRILL

CHALLENGE

For their 2017 digital marketing campaign, Moe’s Southwest Grill, a fast-casual restaurant, wanted to drive foot traffic to their 700+ locations. Their aim was to tap into new customer groups through Experian segment data seeds and measure real-world success off placed foot traffic attribution.

SOLUTION

Moe’s Southwest Grill easily tapped into Quantcast’s third-party audience and measurement partnerships, leveraging four distinct Experian groups to reach their “Busy Balancer” brand audience and measuring in-store purchase lift based on placed foot traffic measurement.

RESULTS

By combining Quantcast’s superior accuracy at reaching audiences at scale with the ability to prospect new customers and influence the customer journey early on and ultimately validate brand investment in real-world customer visits, Moe’s Southwest Grill was able to deliver a holistic marketing strategy that drove their bottom line.

HIGHLIGHTS



+40%

new in-store visits for each of the three promotional periods



19x

return on ad spend