



CASE STUDY

Driving In-Store Revenue and Digital Ordering Growth for a Restaurant Chain

How a competitor conquering strategy increased foot traffic and digital ordering engagement across 19 locations.

Campaign Quick Facts

\$368K

In-Store Revenue
Generated

16K

Clicks to
"Order Now"

9,000+

Verified
In-Store Visits

300%

Return on
Digital Media Spend



Here's What Our Client Has to Say

Q1Media has been a fantastic partner for us. They are quick to respond, thoughtful in their strategy, and truly care about the results. The foot-traffic campaign performed well, and we've always felt informed and supported throughout the process. They make it easy.



About the Client

TooJay's is a well-known New York-style deli and restaurant brand serving breakfast, brunch, lunch, and dinner, as well as catering services, across 19 Florida locations.

The Campaign Goal

Increase in-store foot traffic by targeting diners who frequent key competitors while also driving measurable online ordering for both delivery and catering. The broader objective was to encourage existing guests to visit more frequently and attract entirely new diners into the restaurant.

Strategy

The campaign built custom audiences from TooJay's largest competitors, selecting tailored competitor sets for each of the 19 locations to ensure precise local targeting. Behavioral display, IP-matched display, Meta (using custom IDs from competitor visitation), website retargeting, and SEM worked together to capture both in-market diners and returning website visitors.

Creative promoted menu favorites and clear calls to action designed to drive restaurant visits and online ordering engagement. Performance measurement focused on verified foot traffic and online orders to quantify both physical and digital impact.

Results + Success

Over the seven-month flight, the campaign generated **16,003 clicks to the "Order Now" button** and a **300% ROI on ordering and catering via SEM**. While in-store, it drove **9,144 verified visits from 6,898 unique visitors**.

TooJay's generated an estimated **\$368,298 in in-person dining revenue** from the flight, based on visitation metrics, of which **58% were new customers** to the chain.

The campaign achieved both primary goals, increasing digital ordering intent and bringing returning and new customers back into the restaurant, with a measurable revenue impact.