THE CHALLENGE
A regional, full-service, casual dining brand was struggling to:

• Connect disparate sources of guest data for a complete view of guests
• Identify statistically significant trends in guest behaviors
• Segment guests such that the behaviors and traits of each offered distinct opportunities for effective engagement

SOLUTION
By analyzing POS, email, survey, and online data with Fishbowl’s platform, the client was able to draw conclusions about trends in dining behavior among groups of guests. Demographic and psychographic data was appended to the analysis to model the data into personas: groups of members with statistically significant differences in traits. The goal then was to engage these personas in a more personalized and relevant manner.

RESULTS
The brand found that 72% of its guests fell into four distinct personas. Thanks to the demographic and psychographic data for each persona, they were able to craft targeted acquisition and messaging campaigns based on the actual preferences and behaviors of their guests.

Targeted email campaigns resulted in higher open rates across the board. The biggest bumps in effectiveness were observed in affluent families, who saw open rates increase from 18% to 24%, and elite nesters who saw open rates increase from 18% to 29%.

MOVING FORWARD
The brand tracks guest data to stay current on each persona’s engagement with the brand and to continue to deliver targeted, personalized, and relevant messaging that yields proven outcomes.

CONTACT US TODAY
44 Canal Center Plaza, Suite 500 | Alexandria, VA 22314 | 800.836.2818 | fishbowl.com