How Empiric Marketing Helped Toast Reduce Costs While Skyrocketing Deals By Over 35%

“We’ve seen a 35% increase in deals and a 20% increase in leads that we’ve been able to drive from the channel, and we’ve been able to rapidly scale the cost of keeping acquisitions flat if not slightly down, which is impressive.”

ROBERT HALE
Sr. Director, Demand Generation, Toast, Inc
THE CLIENT
Toast, Inc.

INDUSTRY
Restaurants

LOCATION
Boston, MA (USA)

Toast, Inc. provides restaurants with point of sale and management systems. Their hardware and software combine POS, front of house, back of house, and guest-facing technology on a single platform to help restaurants be more efficient and scale their businesses.

THE CHALLENGE
Keeping costs low while scaling Facebook Ads

Toast decided to dedicate a sizeable amount of their budget to paid Facebook advertising after they realized that Facebook advertising could drive Marketing Qualified Leads (MQL’s) to their business. However, they soon realized they didn’t have the time required to optimize their spending and leverage Facebook advertising’s true potential.

Robert Hale, Senior Director of Demand Generation, person in charge of generating online demand at Toast, knew they would need to invest more into the channel and deepen their understanding and segmentation to be able to scale their advertising efforts. At the same time, he needed to make sure that costs didn’t get out of hand. Their 2018 projections for budget, MQLs, opportunities, and demos were significantly higher year-over-year, and they needed a way to hit their aggressive goals.

“We recognized that we were going to need to not just put more dollars to use but we were going to have to understand the channel at a deeper level and do tasks and segment things differently to be able to get even more value out of that channel.”
With Empiric on their team, Toast found both a driver of results and a strong partner from day one.

Together, they found areas of opportunity to improve the account right away: targeting Toast’s ideal customers based on specific characteristics instead of generic lists, for example. As another result of their initial analysis, Empiric restructured the account to better align goals, targeting, and messaging for greater efficiency and strategic scaling.

Then, they were able to better identify how effective specific Facebook campaigns were, and determine which messaging converted best with specific audiences at the best costs. They also helped Toast try new approaches, such as rotating through creative messages to avoid audience fatigue.

Empiric helped Robert and his team optimize existing campaigns—not just for cost per acquisition at the top of the funnel, but throughout the funnel all the way down to sales.

"Brett and his team are deeply knowledgeable. Empiric is an incredibly strong partner. They take ownership over your budget and your goals like it’s their own.”
THE RESULTS
Big results and scaled costs

Through their work with Empiric, Toast was not only able to see big results in terms of leads and deals, but they were able to simultaneously keep cost per lead 5-10% below their goal every month as their investment in paid social increased.

Empiric became an invaluable extension of the Toast team, and as a result, they were able to exceed 100% of the projected opportunity goal every month since they began working together. The percentage of how many MQL’s become sales opportunities increased by 52% since Empiric began working on the account.

“Empiric has a handle on everything that’s going on in the account at any one time. Plus, their level of knowledge when it comes to the platform is tremendous and has really helped us.”
Empiric is the partner you’ve been looking for to get a positive ROI from paid advertising.

Want to maximize results from your paid marketing channels?

Empiric is the partner you’ve been looking for to get a positive ROI from paid advertising.

SET UP AN INTRODUCTORY CALL