



**INCREASE YOUR  
RESTAURANT'S APP**

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**DOWNLOADS BY 60% AND  
YOUR ORDERS BY 51%**





## How Oasis Mexican Grill's Strategic Initiatives And Zuppler's Marketing Expertise Led To Success

A cherished Mexican eatery in Collingswood, New Jersey, Oasis Mexican Grill has a loyal following for its fresh, authentic flavors. But rather than sitting on its laurels, the restaurant proactively tackled seasonal fluctuations and competition, aiming to convert third-party orders into direct ones

# Offline Campaigns Drive Online Presence

Oasis Mexican Grill aimed to increase its online orders and convert third-party orders to direct orders, identifying three key channels





Result: **60% increase in new app downloads**

## Food Bag

Oasis Mexican utilized Zuppler's creative expertise to revamp their food bags, strategically showcasing loyalty perks and mobile app advantages to their existing customer base. With concise messaging and a convenient QR code for quick app downloads, the process became effortless. Additionally, Zuppler assisted in refreshing the designs to emphasize catering services, further enhancing brand visibility and customer engagement.

## Money Mailer Coupon

Seeking new avenues to promote their app and reach new customers, the restaurant turned to Zuppler for a standout ad on Money Mailer. This ad highlighted loyalty benefits and app advantages, accompanied by an exclusive in-app offer to encourage app downloads and monitor the ad's effectiveness in driving conversions.

## Window Decals

In a bid to boost awareness of their mobile app among both dine-in and pickup customers, as well as passersby, Oasis Mexican Grill collaborated with Zuppler to produce an attention-grabbing window decal. The outcome? Vibrant visuals complemented by straightforward messaging and an enticing offer, all aimed at capturing maximum attention.

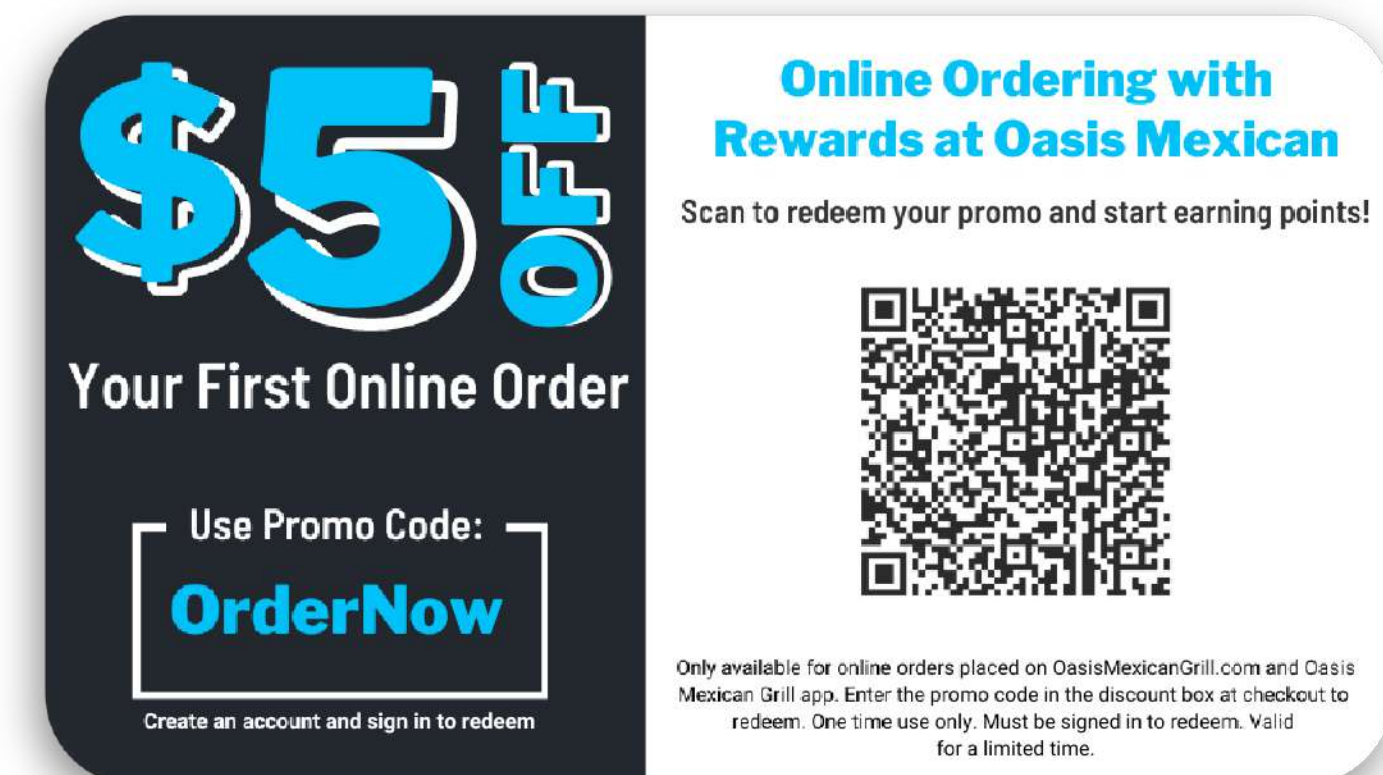


# Promo Cards

## Drive Direct Traffic

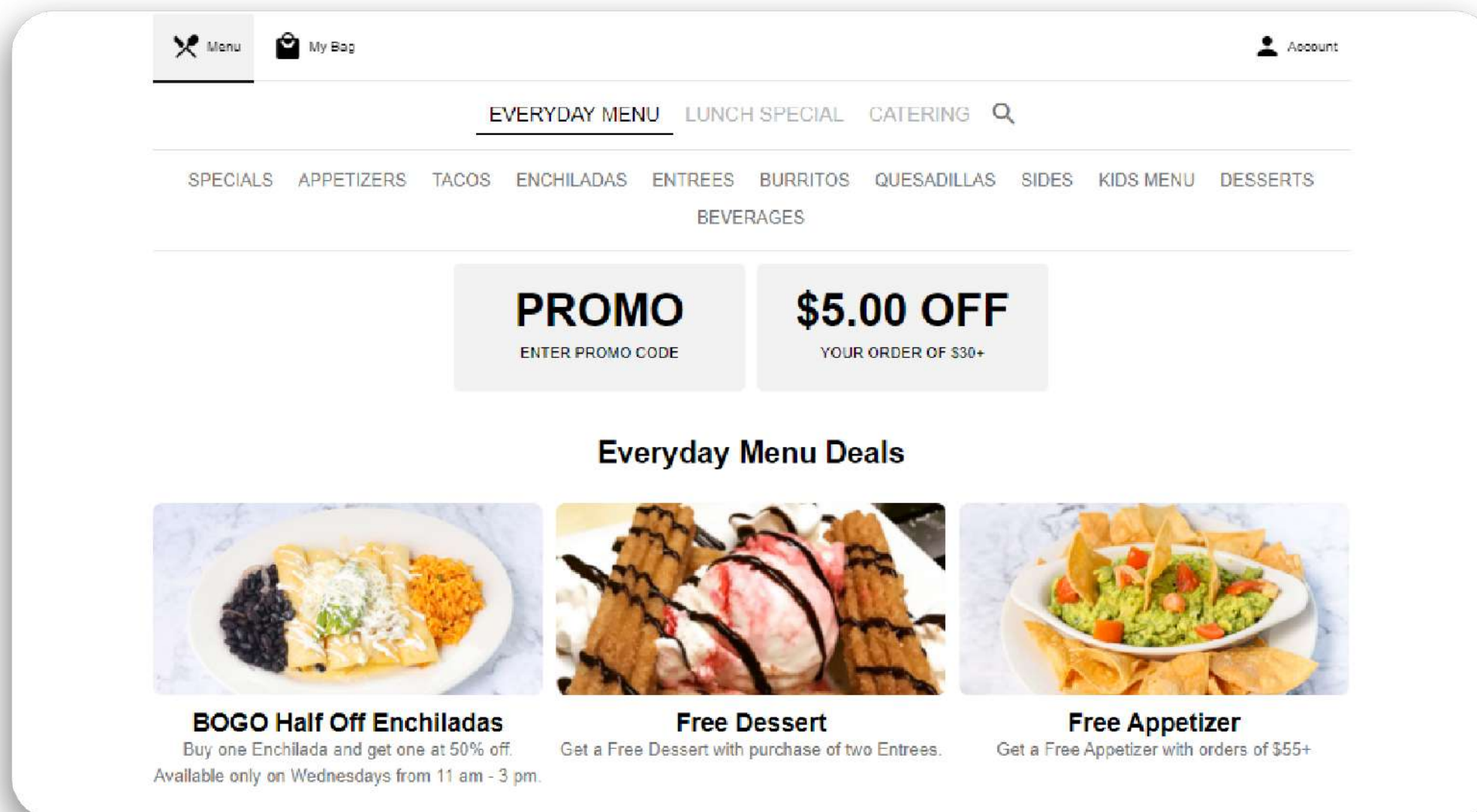
Branded Promo Cards designed by Zuppler were strategically placed within third-party delivery bags. Featuring a clear call to action and an offer, these little wonders enticed customers to shift from third-party platforms, leading to an increase in website traffic.

Result: **12%** increase in website traffic



# Irresistible Menu Deals

Zuppler went beyond simple discounts, introducing menu deals like BOGO Half Off, free appetizers, and desserts, prominently displayed on the menu. The results underscore the success of these strategically crafted menu deals tailored to various check sizes.

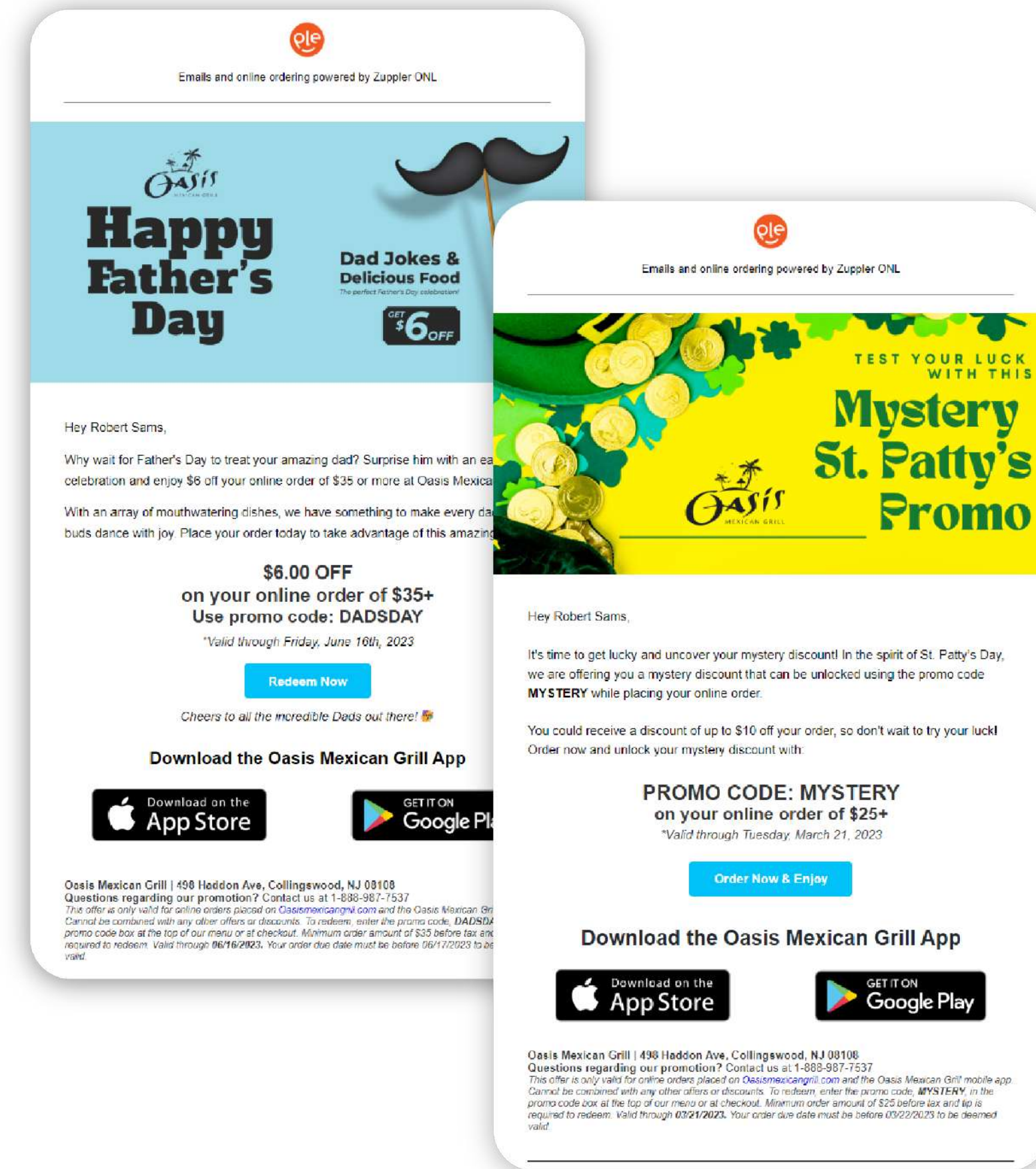


Result: **10%** increase in conversion rate and **6%** increase in revenue

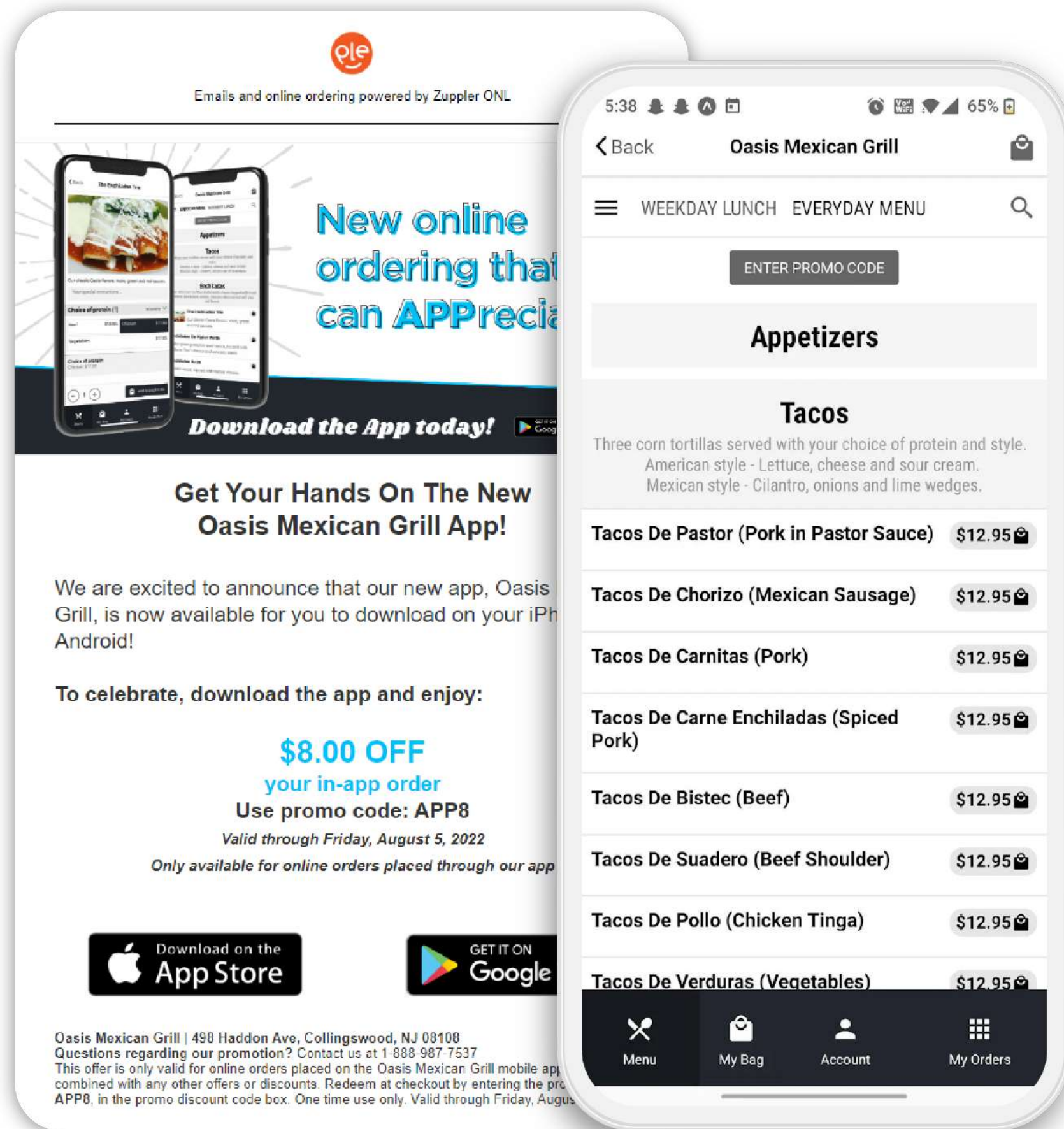


# Email Campaigns Boost Orders

Zuppler developed targeted email campaigns with enticing offers to drive online orders and counteract seasonal downturns. These email campaigns not only exhibited an impressive 5%-7% conversion rate but also successfully directed customers toward the restaurant's channels for placing orders.



Result: Contributed toward **12%** of the revenue and **9%** of the order



# App-exclusive Campaigns

Talk about an APPetizing deal for the customers! App-exclusive discounts were offered and promoted through email campaigns to give app orders a boost, resulting in an impressive surge in orders through the app.

Result: **51%** increase in app orders



# Gift Card Promotion

As the holiday season unfolded, Zuppler introduced limited-edition, holiday-special gift cards at discounted prices, resulting in an extraordinary surge in gift card sales. In addition to boosting revenue, it served as a unique marketing strategy, encouraging customer loyalty and future visits.



Result: **1000%** increase in gift card sales



Through a comprehensive 360-degree approach, Oasis Mexican successfully collaborated with Zuppler to help them elevate different aspects of their business. The results underscore Zuppler's expertise in driving success in the competitive restaurant and online ordering industry.



Looking to utilize Zuppler's marketing expertise to boost your  
online ordering revenue?

Schedule a call with our specialist today.

SCHEDULE A CALL

