

## How Orange 142 Drives Online Orders

The Halal Guys wanted to create awareness of their 100th store opening in Pittsburgh, PA while also increasing online orders and dine-in customers for all of their locations in the US and Canada. They came to Orange 142 to assist in these efforts.

At the end of the campaign, Orange 142 had increased **The Halal Guys online ordering by 30%**. Store managers reported an increase of dine in customers that Orange 142 was able to confirm with a foot traffic report which showed the increase in customer visits compared to the previous week by identifying mobile devices we had served an ad. Our client was blown away by the results and the following week executed an international campaign with us for their United Kingdom and South Korea locations.



## How Orange 142 Delivered Results

### LAUNCH STRATEGIES

- **Behavioral Targeting:** Utilized data segments of people who use food and delivery apps often based upon their credit card data. Data segment of people who are frequent quick serve restaurants often and have visited at one in the last 30 days.
- **Contextual Targeting:** Targeted website content around fast food as well as gaming and e-sports since these are two areas the Halal Guys primary customer is interested in.
- **Lookalike Modeling:** Our proprietary algorithm created a seed audience from conversion data and targeted consumers who are similar to ones that were converting.
- **Re-marketing:** We re-targeted to people who visited the site but did not complete an order or use the location finder.
- **Mobile App Targeting:** Targeted consumers with apps like Uber Eats, DoorDash, Seamless, and GrubHub on their phones.
- **CRM Targeting:** Utilized their customer list to create awareness of a promotional coupon that was available during the campaign flight and fed the list to our algorithm to assist in modeling.

### OPTIMIZATIONS

- **Behavioral Targeting:** We removed the data segment of people who have recently frequented a QSR location and moved the budget to the better performing behavioral data segment.
- **Top scoring users:** When we began seeing conversions we were able to use our audience scoring to create a custom strategy targeting the best users who had larger order values and ordered more often.
- **Lookalike Targeting:** Was the best performing strategy so we increased the budget allocation.
- **REM:** We increased the bid value and budget as the re-targeting pool grew to increase the chance we won the impressions for these customers that were most likely to convert.
- **Whitelist:** A custom whitelist of websites for The Halal Guys was created to secure more inventory on top performing websites.

To learn more please visit [orange142.com](https://orange142.com)