

Case Study: The Halal Guys Show The Unstoppable Power of Good Food

How Orange 142's digital strategy increases awareness & online orders

Orange 142 designed a sophisticated end-to-end campaign targeting users with display ads. These mobile-optimized ads allowed Orange 142 to reach audiences directly on their smartphones, often while they were browsing relevant websites or using food delivery apps.

Orange 142 monitored results continuously to assess strategies and reallocate budgets to deliver the best possible performance.

4.5M+

Impressions

30%

Increase in Online Orders



About The Halal Guys

Three brothers launched The Halal Guys as a single food cart in New York City in 1990. Thirty-five years later, it has grown into a powerhouse quick-service restaurant (QSR) brand, with over 100 locations and another 400 in development worldwide.

Known for its signature flavors and devoted fanbase, The Halal Guys is well on its way to becoming the world's leading and best American Halal food restaurant. In early 2022, The Halal Guys reached a significant milestone by opening their 100th restaurant in Pittsburgh, PA. To build excitement around this

landmark event, they partnered with Orange 142 to drive awareness and engagement.

The campaign featured four exclusive offers as a thank-you to their loyal fans, extending these promotions across all U.S. and Canadian locations.

The results were undeniable, with store managers reporting a noticeable increase in dine-in traffic. Impressed by the campaign's success, The Halal Guys quickly expanded the initiative, tasking Orange 142 with launching similar efforts for their locations in the UK and South Korea.

To learn more please visit orange142.com




The Challenge




In early 2022, The Halal Guys reached a significant milestone by opening their 100th restaurant in Pittsburgh, PA. To build excitement around this landmark event, they partnered with Orange 142 to drive awareness and engagement. The campaign featured four exclusive offers as a thank-you to their loyal fans, extending these promotions across all U.S. and Canadian locations.

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The Solution

Orange 142 designed a sophisticated end-to-end campaign targeting users with display ads. These mobile-optimized ads allowed Orange 142 to reach audiences directly on their smartphones, often while they were browsing relevant websites or using food delivery apps. The campaign also utilized the following tactics:

-  **Behavioral Targeting.** Used data segments of consumers who frequently use food and delivery apps based on their credit card data. It also targeted individuals who often visit quick-service restaurants and have done so within the last 30 days.
-  **Contextual Targeting.** Targeted website content related to fast food, gaming, and e-sports — key interest areas for The Halal Guys' primary customers.
-  **Remarketing.** Re-targeted individuals who visited the site but did not complete an order or use the location finder.






-  **Lookalike Modeling.** Leveraged our proprietary algorithm to create a seed audience from conversion data and target consumers similar to those who were converting.
-  **Mobile App Targeting.** Reached consumers using apps like Uber Eats, DoorDash, Seamless, and GrubHub on their phones.
-  **CRM Targeting.** Used The Halal Guys' customer list to promote a limited-time coupon and fed the list into our algorithm to enhance audience modeling.



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Optimizations

Orange 142 monitors results continuously to assess strategies and reallocate budgets to deliver the best possible performance. Two weeks after the launch of the campaign, we optimized:

-  **Behavioral Targeting.** Removed the data segment of people who recently frequented a QSR location and moved the budget to the better-performing behavioral data segment.
-  **Top Scoring Users.** As conversions increased, we leveraged audience scoring to create a custom strategy targeting high-value users who placed larger orders and ordered more frequently.
-  **Lookalike Targeting.** This was the best-performing strategy, so we increased the budget allocation for more substantial results.
-  **Remarketing (REM).** Increased bid values and budget as the re-targeting pool grew, maximizing the chances of winning impressions for high-intent customers.
-  **Inclusion List.** Developed a custom inclusion list of websites for The Halal Guys to secure more inventory on top-performing sites.

Results: Big Wins

The 100th store opening campaign was so successful that The Halal Guys wanted to roll it out to other grand opening locations the following week.

In addition to noticeable increase in dine-in customers, as reported by store managers. Key highlights include:

4.5M+

Impressions

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Increase in Online Orders

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

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