

Case Study

Paid Social Awareness Campaigns for a Large Fast Casual Restaurant Chain

This work focused on improving paid social performance for a large fast casual restaurant chain with hundreds of locations across the US and Canada.

While online ordering existed, it was not the primary driver of revenue. The real goal was to increase dine-in traffic, where average order value was meaningfully higher.

Paid social had been running for awareness, but there was little evidence it was driving more customers into physical locations.

The Challenge

Before I joined, Meta spend was already significant, but results were hard to defend.

Campaigns generated impressions and traffic, but there were no reliable signals that the ads were influencing dine-in behavior.

Offline conversion tracking was not an option. On-site conversion events were limited. Stakeholder patience was wearing thin after a leadership change.

The pressure was not to experiment. It was to show impact or risk losing budget.

Strategic Shift

The work centered on shifting away from low-quality awareness optimizations and toward conversion-style campaigns built around meaningful on-site actions.



Campaigns and audiences were consolidated

Budget was reallocated toward conversion objectives

Optimization focused on key button clicks

Optimization focused on key button clicks that signaled dine-in intent, such as menu views, location searches, and local promo interactions.

Creative and Delivery Changes

Creative shifted toward dine-in messaging, family-focused imagery, and less polished assets that felt more grounded. As performance improved, delivery became more balanced.

More impressions on high-value placements

We generated more impressions on high-value placements like Instagram, particularly Reels and feed.

Shifted toward core target demographics

Delivery also shifted toward core target demographics, rather than skewing predominantly toward Facebook and older age groups (65+).

Results

10–30%

Lift in dine-in activity

Over time, locations with higher spend and the new optimizations showed noticeable increases in dine-in activity.

Lift ranged from roughly 10–30%, depending on the market.

Outcome

The account settled into a more stable, repeatable approach.

The result was a clearer framework the brand could continue using to support foot traffic.

Paid social moved from a hard-to-justify expense to a channel leadership could stand behind.

- ⓘ Looking for paid social help? Reach out to Miguel..

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