



Roti Modern Mediterranean Drives Digital Sales with Visa Audiences

Opportunity

In a recent Facebook and Instagram campaign, Roti Modern Mediterranean aimed to increase digital sales by driving their existing customers to order ahead, rather than purchasing in-store. Additionally, they sought to acquire new customers by reaching segments who frequently purchased Mediterranean cuisine, but who had not yet tried Roti.



Popular
Mediterranean
restaurant sees

34%

lift for targeted
campaign¹

¹Source: January 2019 campaign
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Solution

Roti Modern Mediterranean utilized Visa Audiences to identify segments of lapsed and new customers, which helped to ensure a high level of accuracy when it came to their audience targeting. They also overlaid spenders in various dietary categories, such as Keto, Gluten Free and Vegan, as well as proximity audiences, in order to fine-tune their messaging to these segments.

Results

Roti realized that tailored messaging to brand new prospects in the right audience performed even better than messaging to those who had been to their restaurants.

Visa Audiences has positioned Roti for long-term success—helping their team accomplish the goal of building a more concrete structure for testing, optimizing and monitoring content.

With an increasing number of data choices for advertisers, Visa offers an accurate and trusted targeting solution. Roti Modern Mediterranean plans to expand their use of Visa Audiences to continue their strategy to transition more people from in-store single plate to order ahead.

Through their use of Visa Audiences and relevant messaging, Roti exceeded their goal to grow customers who ordered ahead by **15%¹**. They also saw **34%¹** lift from the campaign overall, outperforming other audience segments by **45%¹**.



“All of the Visa Audiences performed better than any of our other audiences.”

**Evan White, Social Media Marketing Manager,
Roti Modern Mediterranean**



“Accuracy of data is always something that marketers are chasing; Visa Audiences goes a long way to solidify that.”

**Evan White, Social Media Marketing Manager,
Roti Modern Mediterranean**

**Contact your media sales representative today or
visa.com/advertisingsolutions to learn more.**

¹Source: January 2019 campaign

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