

CASE STUDY

QUICK SERVICE RESTAURANT



KEY

OBJECTIVE

GET ALL 850+ LOCATIONS ACROSS CANADA LISTED WHILE ESTABLISHING BRANDING CONSISTENCY

"In an increasingly mobile world, local listings are essential for making our restaurants findable. SweetIQ helped us scale our local listings management and improve our listings accuracy.

Now our guests can find accurate information about all our restaurants on all the major platforms they use to make dining decisions."

Julia Cutt, Assistant Marketing Manager A&W

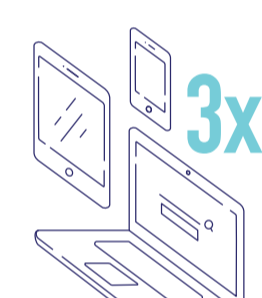


ONE YEAR LATER

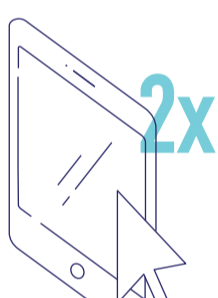
Accurate content and consistent branding were key to growing conversions on Google My Business.

Thanks to the complete coverage,

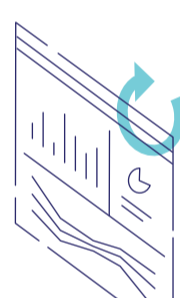
reviews doubled within the year from 6,838 to 12,272.



VIEWS
TRIPLED TO
6.9m



CLICKS
DOUBLED TO
103.5k



ACCURACY
PERFECTED
100%

RESULTS

"The speed at which we grew our listings and improved our listings accuracy was surprising. With our limited internal resources, it would have taken us significantly longer to achieve the same results." — Julia Cutt

9.5K WEBSITE VISITS

81K DRIVING DIRECTION REQUESTS

12.5K CALLS



"We're very happy!
SweetIQ has become a trusted partner
and we now look to them for advice on all
our local listings questions."

JULIA CUTT, ASSISTANT MARKETING MANAGER A&W



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