



## How A&W Lowered Acquisition Costs with Constrained Resources

### SUMMARY

Together, A&W Restaurants and Quikly achieved the following results in just **one week**:

- **26,654** consumers signed up to participate
- **11,000** new email subscribers acquired
- **35x** lower cost-per-email acquired (compared to other email acquisition campaigns for A&W)

A&W was ultimately able to acquire new diners and engage existing ones in a cost-effective, quick way — and all with constrained resources.

### THE BACKGROUND

A study by [Perry Group International](#) concluded that most restaurants close during their first year of operation, and seventy percent of those that make it past the first year close in the next three to five.

That's why this year is so big for A&W Restaurants.

"We were the first restaurant chain to turn 100," said Liz Bazner, Digital Manager at A&W, which hit its centennial in June. "It's never happened."

To get ready, she and her team have been planning for the last three years. They prepared to launch a new website, amplify PR efforts and order exclusive A&W merchandise — everything from gold-plated mugs to branded pillows.

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**Liz Bazner**  
Digital Manager, A&W

## THE CHALLENGE

In order to achieve their greater goal of acquiring new diners and retaining existing ones, the A&W marketing team knew that they would need to build up their digital audience, starting with the addition of quality new email subscribers

“But then, also, one of our big focuses was not just growing our email program,” Liz said. “We wanted to get some traction on the other marketing campaigns we were doing and to bring some excitement to them.”

First campaign on the list? National Root Beer Float Day, a six-year-old A&W holiday where every national store gives out free root beer floats and raises money for the Disabled American Veterans.

National Root Beer Float Day is the busiest day of the year at A&W, and Liz and her team had solid plans. But she still understood that, given all of the noise in the restaurant market right now, capturing the amount of consumer attention she desired for the big day would be no easy feat.

“It seems that restaurants have to get bigger and better and crazier to get attention,” Liz said. “For the ones who can, budgets are large, teams are large [and] they have a lot of agency partners.”

The more she considered this, the more Liz felt like she and her team should be doing more. But then she thought about all that her team needed to take on to make National Root Beer Float day a success — the travel, the press tours, the influx of diner comments and questions.

“So in our minds, we’ve got all of that stuff going on and know how busy this day was in the past,” Liz said. “When I thought of executing something new, I also thought, ‘Capacity wise, I don’t know if we can actually do that.’ ”

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*Liz Bazner, Digital Manager, A&W*

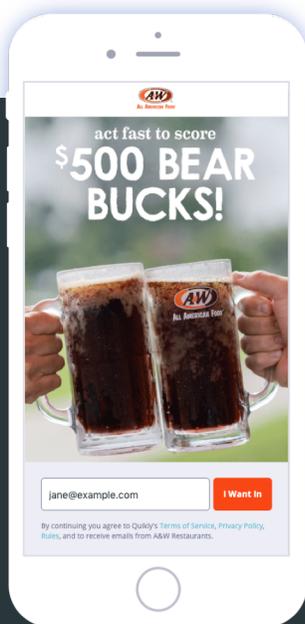


## THE SOLUTION

Then Liz met the team at Quikly, a technology platform that uses the human motivators of scarcity, anticipation and fear-of-missing-out to increase consumer response to marketing campaigns, so that brands can achieve their acquisition and retention goals faster and more cost-effectively.

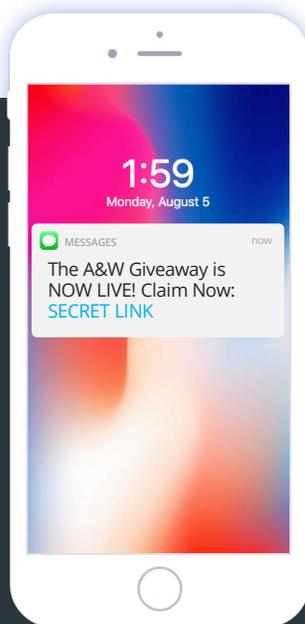
Quikly said that they could “activate” National Root Beer Float Day to dramatically increase engagement of new and existing diners around the holiday, and even help with email acquisition as part of it. And they promised that they could build it all out with minimal resources from Liz’s team.

It would all be automated through Quikly’s platform, and it would work like this:



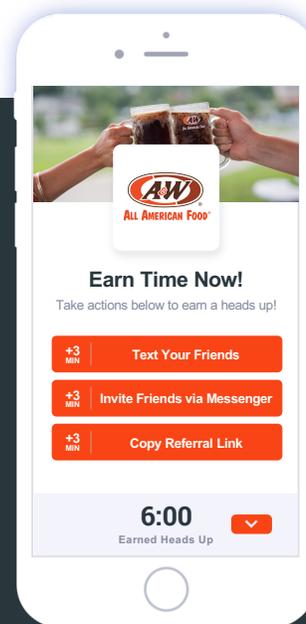
### REWARD

Diners would be told that a limited set of gift cards (\$500 worth) and exclusive A&W merchandise would be releasing soon.



### HOW TO EARN REWARDS

Participants simply needed to give their email address to sign up and then click a special claim link when the rewards were released. The fastest to click claimed the biggest reward.



### BONUS

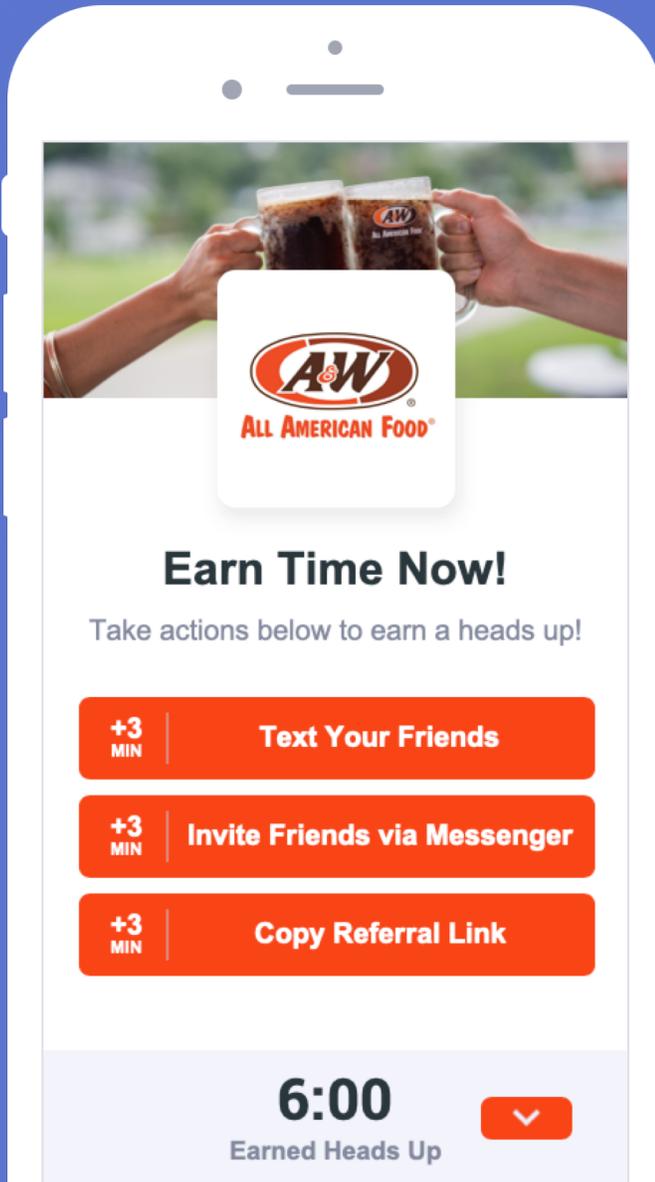
Participants could receive a “heads up” before the rewards were released to increase their chance of earning a reward. They simply needed to share the activation with friends.

Liz decided to move forward, but then almost instantly wondered if she’d made the right choice.

“We’d never worked with Quikly at a busy time, and I did have anxiety around it,” she admitted. “But then as we got going, I was like, ‘Okay, this is really easy.’ For us it was a very painless process and there wasn’t a whole lot of back and forth.”

And true to their word, Quikly built out the entire activation efficiently and with minimal resources.

**“It was turnkey,” Liz said. “I was like, ‘I think we missed the boat on Root Beer Float Day,’ and then your team turned it around in 10 days.”**



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Digital Manager, A&W

## THE RESULTS

The activation ran for just one week leading up to National Root Beer Float Day. Together during that time, A&W and Quikly were able to cut through the noise and produce the following results:

- **26,654** consumers signed up to participate
- **11,000** new email subscribers acquired
- **35x** lower cost-per-email acquired (compared to other email acquisition campaigns for A&W)

“We were refreshing the Quikly Dashboard every two minutes,” Liz said. “I went into one meeting and came back and refreshed and we were up to 10,000 participants. We were very excited with those results. We were excited to see how we could grow our fan base on a national level.”

## FUTURE PLANS

Since National Root Beer Float Day, Liz and her team have continued using Quikly to activate the marketing campaigns that lead back to their greater goals of acquiring and retaining diners in this critical year.

“ This has been the most affordable solution for acquisition we've tried. I think with Quikly we're averaging \$1.35 for social, and our goal for that is \$3 and under, so we're well under those limits.”

**Liz Bazner**  
Digital Manager, A&W

They recently ran an activation around social-media acquisition and achieved the following in just one week:

 **18,050**  
Consumers signed up to participate

 **3,927**  
New Facebook likes

 **3,599**  
New Instagram followers

 **122%**  
Improvement in cost per social follower

“This has been the most affordable solution for acquisition we've tried,” Liz said. “I think with Quikly we're averaging \$1.35 for social, and our goal for that is \$3 and under, so we're well under those limits.”

Next up, she and Quikly will look at how they can make A&W's 101st year just as exciting.

## ABOUT QUIKLY

Quikly is the leader in urgency marketing. Marketers leverage the Quikly platform and expertise to motivate consumer actions and create excitement and fear of missing out around branded promotions. In turn, marketers generate incremental revenue and reduce customer acquisition costs.

Interested In Learning More? Say Hello!

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