

QUICK SERVICE RESTAURANT

QSR CHAIN



KEY OBJECTIVE

GET ALL LOCATIONS ACROSS CANADA LISTED WHILE ESTABLISHING BRANDING CONSISTENCY

COVERAGE

GREW TO

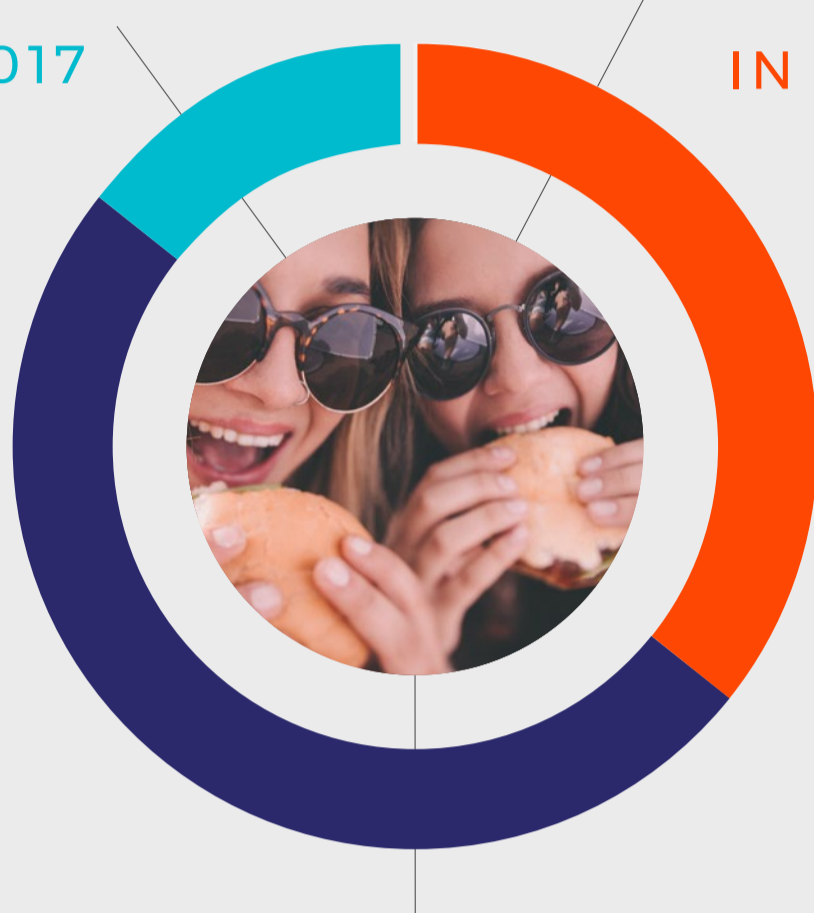
99%

IN 2017

BEGAN AT

46%

IN 2015



86%

COVERAGE
IN 2016

TWO YEARS LATER

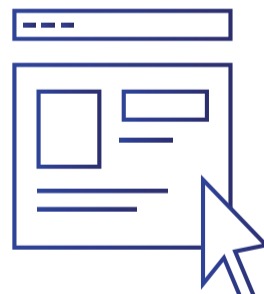
In the first two quarters of 2017, 50K reviews were left by consumers

Since 2016, **reviews increased by over 400%**



CLICKS TO WEBSITE
INCREASED BY 320%

49K to 6.9M



CLICKS TO ACTION
INCREASED BY 400%

103K to 418K

22.5M WEBSITE VISITS

OVER 230% INCREASE

538K DRIVING DIRECTION REQUESTS

664% INCREASE

79K CALLS

632% INCREASE

LAUNCHING FACEBOOK LOCATIONS THROUGH THE SWEETIQ HUB

By pushing rich content to their Facebook Location pages, they increased their metrics on the social media giant in the first 2 quarters of 2017:

VIEWS



INCREASED BY 5X
FOR A TOTAL OF

2.8M

CLICKS



INCREASED OVER 480%
FOR A TOTAL OF

121K