

HOW SCOUT HELPS DONATOS GROW WITH CONFIDENCE

Family-owned Donatos couldn't have asked for



a better start. In 1999, McDonald's called Donatos and said they were the best pizza company that they'd seen – based on both product and culture – and offered to buy the company. Donatos accepted, and McDonald's began an aggressive national rollout of the brand.

But in 2003, the McDonald's stock price plunged and McDonald's realized it needed to concentrate on its core business. Donatos was sold back to the original owners, who refocused the brand on traditional markets and began steadily preparing for growth.

CONCEPT:

- Pizza Franchise

LOCATIONS:

- 152

HEADQUARTERS:

- Columbus, OH

SCOUT:

From Real Estate to Marketing

Donatos originally turned to Buxton's analytics platform SCOUT as a resource to aid their real estate department. However, they soon realized that by enhancing the tool with a layer of customer information, SCOUT could move beyond the real estate department to the marketing department.

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VP of Business Development, Donatos

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In the competitive pizza industry, understanding your customer is crucial. No one wants to invest in marketing initiatives when they don't know where the money is going.

As the old saying goes, 50% of the money you spend on marketing works – you just don't know which 50%. But Houck says, "When you have this Buxton program, we feel that we can say we know where 75% of our money goes."

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Moving forward, Donatos is looking to open 30 stores per year starting in three years and Houck fully believes that Donatos has the correct pieces in place in order to succeed. "McDonald's bought this company for a reason. We have a lot of good things working," Houck concluded.

Learn More About SCOUT

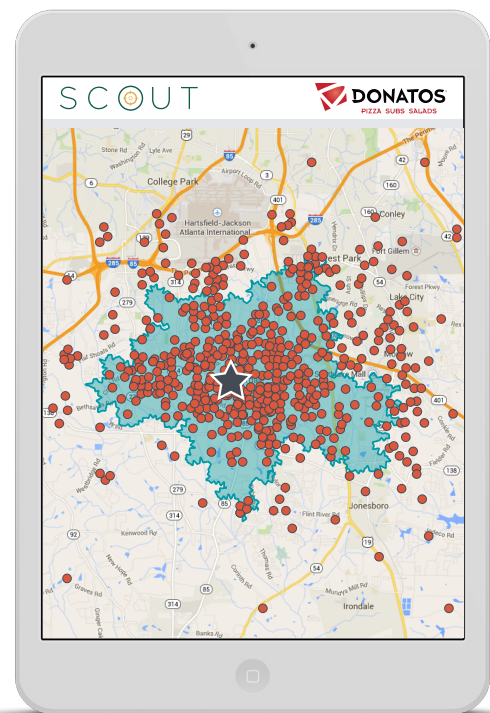
To learn more about how Buxton's SCOUT platform can help your brand identify markets for growth, optimize marketing and sell more franchises, contact Buxton today.

Using SCOUT to Support Franchise Development

Recently, Buxton tailored SCOUT for Donatos' franchise sales initiatives. Houck uses SCOUT to show potential franchise owners their markets.

Having the data to show potential franchisees how successful they can be in their respective markets has been a key selling point in his pitches. "I spend an hour showing them this tool and how we use it, then they're ready to sign," says Houck.

Once part of the Donatos family, franchisees are trained on how to use SCOUT in order to take advantage of its data and information. SCOUT has been so well received by the franchisees that many of them have hired marketing professionals to call top prospects for Donatos' catering services based on the reports generated from the platform.



Easily view your customers, potential customers and store trade areas in SCOUT.