



Mr. Ciao uses ATOM to increase customer visits by 25% and website visits by 400%



About Mr. Ciao Pizza & Pasta

- www.mrciao.ca
- 598 Gerrard St. E. Toronto
- Neapolitan-style street food: Pizza Fritta & Pasta

Goals

- **Increase online conversions:**
Drive relevant traffic to Mr. Ciaos website
- **Increase in-store conversions:**
Promote Mr. Ciao to a relevant, local audience
- **Increase impressions:** Drive brand awareness online

Approach

- Used placement targeting to run ads in specific hyper-local geographies
- Used intent targeting to place ads on sites that the target audience visits
- Used day parting to display the ads during optimal times and days

Results

- Increased walk-ins by 25%
- Increased customer calls by 23%
- Increased website traffic 400%

ATOM Digital Media Platform

- <http://go.atom.works>

“ATOM” (go.atom.works) is a new self-service digital media buying solution for small and medium sized businesses. It has the tools to create and manage digital media campaigns for local or national audiences and delivers banner ads to all mobile, tablet and desktop devices in both websites and mobile apps.

PROBLEM: Lack of traction with Google Adwords & Facebook

Mr. Ciao is a new restaurant in Toronto’s Eastern Chinatown and the first in the city to offer traditional Neapolitan-style street food. Like most new companies, Mr. Ciao had a limited initial marketing budget so they followed everyone’s advice to advertise using Google Adwords and Facebook promoted posts.

While initially Google Adwords showed promise, Mr. Ciao owner, Racquel Youtzy, found their listing was quickly slipping in the page rankings and was advised that they would have to increase their budget to ensure that they would continue to appear on the first page. Eventually the cost did not justify the returns. Also, since Mr. Ciao is known for serving unique dishes, there was not a lot of activity when using their exact keywords and the more generic keywords were very expensive and highly competitive. As for Facebook, most of the “Likes” seemed to be coming from existing customers instead of attracting the new local neighbourhood customers that they needed.

STRATEGY: Marketing with ATOM

When Youtzy began looking at other digital media programs she discovered ATOM, the leading digital media buying platform for small business. “We are always looking for new ways to reach more customers,” says Youtzy. “Being new, many local residents of the community did not even know we existed, so having a local online presence is very important.”

By utilizing ATOM’s hyper-local targeting (the ability to show a digital ad within an area as small as a 1 mile radius of any street address) and focusing on categories and interests of their known target audience, Mr. Ciao was able to ensure their ads were being displayed on websites relevant to their customers and only where their customers were located. Additionally, by utilizing ATOM’s day parting option, Mr. Ciao was no longer wasting valuable marketing dollars by showing ads during the early morning hours or on weekends when they did not need the extra customers.

RESULTS: Increase in Reservations and Walk-In Traffic

Mr. Ciao quickly saw great results by using ATOM. Website traffic grew over 400% while phone reservations and inquiries increased by 23% and Walk-in traffic increased by 25%. A large source of the increase in phone calls were from people seeing the banners while using apps on their mobile devices then using the “click to call” feature on the Mr. Ciao website.

“The staff were telling me, ‘I don’t know what you are doing, but it’s working,’” joked Youtzy. “We have customers coming in specifically mentioning that they did not know we existed until they saw our banner ad and were shocked that we were just a few blocks from where they lived.”

“ATOM advertising has been key to our growth,” says Youtzy. “It’s helped us attract a significant number of new customers and will be an integral part of our future marketing campaigns.”