

PAPA JOHN'S

DIGITAL OPT-IN CASE STUDY



Earn a 5:1 Return on Ad Spend

Enable Your Franchisees to Target Their Local Communities

How Our Platform Works



1. Brand decides what LTOs or services it wants to promote



2. Brand approved ads are uploaded in to the platform



3. Franchisee logs in and selects what week they want to run ads



4. Franchisee selects radius they want to target



5. Ads run on Facebook for the week selected in the local franchise market



6. New customers show up at your franchisees' door



7. Within 1 week reporting on increased store sales is delivered to franchisee and brand marketing directors

With our Franchise Platform, your franchisees will run brand approved online ad campaigns centered around their store that are cost effective and yield impressive returns. Papa John's gave us their bottom performing stores and we delivered a 5:1 return. Let's give your franchisees the ability to grow their business because together we can democratize digital.

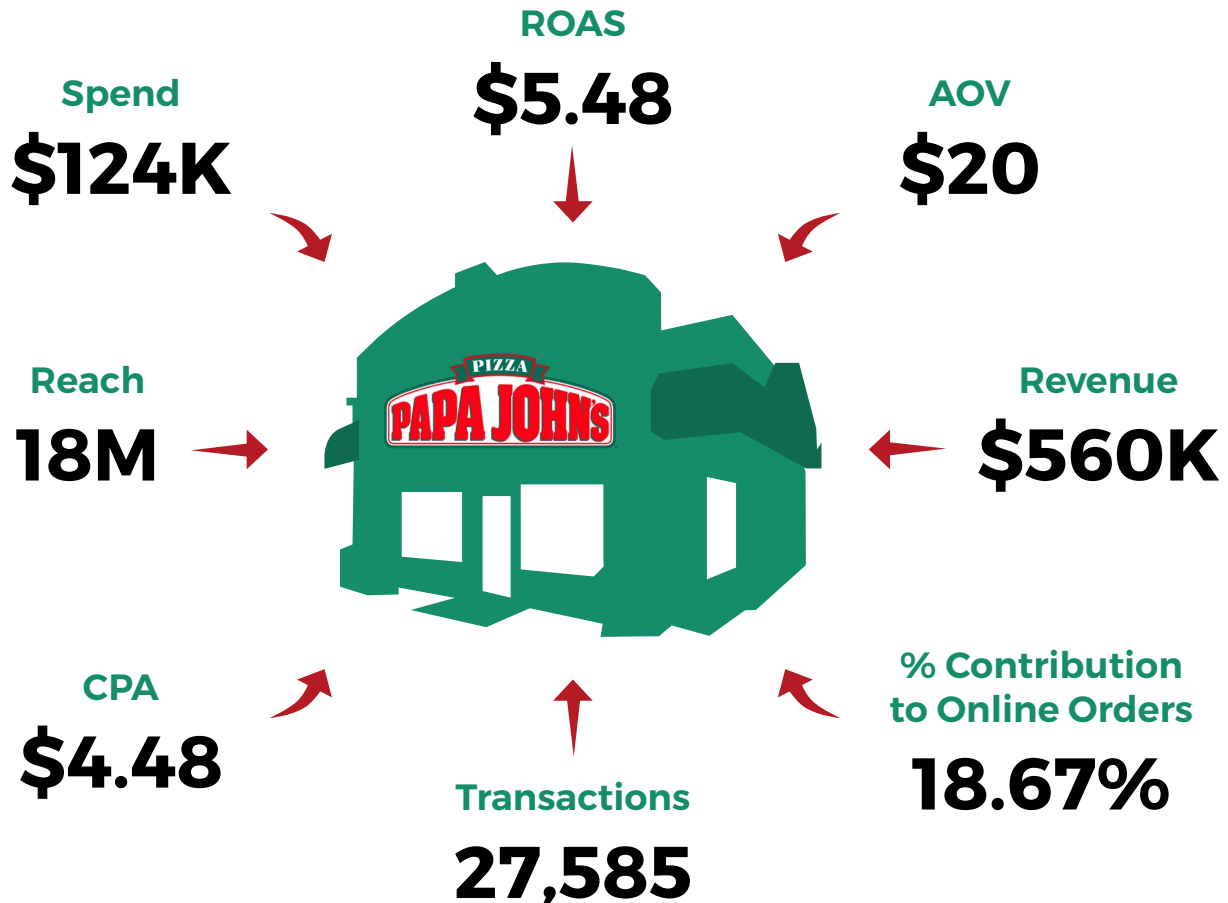
Your franchisees have been begging for a way to advertise their stores online. Now you can be their hero.

Local store marketing gone digital

Give your franchisees the ability to opt into digital marketing programs centered around their store. Use the data users willingly give to Facebook and enjoy the best possible return on a small investment. Target and invest in people most likely to become customers.

Maintain brand standards

You create the ads, franchisees elect whether or not to run the marketing program. Delivering consistent messaging across your stores has never been this seamless. We give you the tools and strategy, you control the voice.



“Thanks for always continuing to be on the bleeding edge and kicking butt.”

- Leah S | Social Media Manager
Papa John's International, Inc.

**\$124k spent. \$560k in revenue.
How would you like these results?**

We launched a weeklong franchise marketing campaign for Papa John's 407 bottom-performing stores.

The results were nothing short of astounding.

For more information please call 404-585-2096 or visit us at www.cardinalwebsolutions.com