



How Chopt is Getting People Obsessed with Salad and their Brand

Using Guest WiFi Marketing with SocialSign.in

Guest WiFi Marketing Results

USERS



Sign-Ins

520,000 total
16,000 monthly



Unique Users

190,000 total
20% repeat visitors



Opt-Ins

33,000 6 months
5,500 monthly

CARDS



Impressions

600,000 total



Conversions

14,500 total

Chopt is on a mission to get everyone obsessed with salad, because as they like to say, “salad isn’t the start of the meal, it’s the whole meal.” Founded in New York City in 2001, Chopt is a fast-casual restaurant that serves a variety of made-to-order salads, warm bowls, and wraps.

The fast-casual restaurant market relies heavily on digital experiences and advertising. With mobile ordering, apps and digital coupons and loyalty programs rampant in the space, Chopt needed a way to connect with their patrons, which is where we, SocialSign.in entered the picture.

Starting with a small pilot program at their flagship NYC location, Chopt quickly expanded the WiFi Marketing initiative and SocialSign.in is now in 60 locations.

The rapid expansion of WiFi Marketing to their stores happened primarily because of the easy installation and rollout from both an operational and marketing perspective. Operationally it was set up and running within minutes, and marketing was thrilled at the ability to leverage the software to create a 1:1 relationship with their customers that went far beyond anything they would get from simply offering WiFi.

The Goals

Primarily Chopt uses WiFi Marketing to grow and segment their email marketing lists. They rely heavily on email marketing to reach their consumers and paired with the insights they gather from social media profiles, they’re able to get a better sense of who their customers are and then leverage that information to understand their behaviors. Information like; what percentage of consumers are new, what

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percentage are returning, and how often are they returning - all of which enables Chopt and their marketing team to build accurate marketing personas for targeted campaigns.

One example of this is the Cobb County Cobb salad collaboration. Down in Atlanta Georgia, Chopt created a special Cobb salad specifically for Cobb County, partnering with local vendors to source the ingredients and donating a percentage of the sales to a local charity. To promote this unique collaboration Chopt used localized and targeted email lists obtained through WiFi Marketing

Customer acquisition is Chopt's top marketing goal with over 40% of their sales attributed to their digital platforms. Customers love their loyalty program and rewards, and WiFi Marketing has made it even easier for people to engage with the brand.

The Numbers

Right now, Chopt is averaging over 16,000 sign-ins a month across all locations with a 64% opt-in rate for future marketing messaging. Primarily their experiences involve a variety of cards featuring new menu items, prompts to follow on social media, download the app, and information on their catering – which overall have over 14.5K conversions and over 600K impressions.

The Chopt logo is a teal rounded square with the word "CHOPT" in yellow, bold, sans-serif capital letters.

Chopt Creative Salad Company is a chain of fast casual restaurants with 60 locations in New York, Connecticut, Washington, D.C., Maryland, New Jersey, Virginia, North Carolina, Tennessee and Georgia. SocialSign.in creates an opportunity for Chopt to connect with customers onsite and build one to one relationships with them.