

CASE STUDY - OPENING NEW LOCATIONS IN UNCERTAIN TIMES

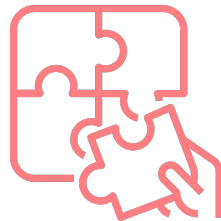


Roti Mediterranean is a fast-casual restaurant chain headquartered in Chicago, Illinois with restaurants in seven states. Roti focuses on on serving products made of wholesome ingredients that align with Mediterranean cuisine.



PROBLEM

Must increase restaurant conversion and maintain customer relationship during uncertain times.



SOLUTION

Establish new nurture campaigns with Salesforce Marketing Cloud and integrating Roti's POS and Loyalty Program.



VALUE

Opened a new location with 289% increase in mobile order volume.

