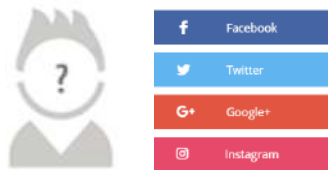


For Restaurants and Fast-Food Chains

Xeerpa is a Big Data SaaS marketing solution that allows brands to explore the social universe of each of their users, customers, prospects, fans and followers, by analysing the information they share across the most popular social media networks such as Facebook, Twitter, LinkedIn, Google+, etc.

Unlike other solutions, Xeerpa creates unique profiles for each user, storing them in a database specifically designed to help Marketing and Analytics teams personalise campaigns, increase their ROI, improving customer experience.

**TAKE
ADVANTAGE
OF THE
POTENTIAL OF
SOCIAL LOGIN**



**ADVANCED USER
SOCIAL PROFILE,
ONE-TO-ONE AND
AGGREGATED**



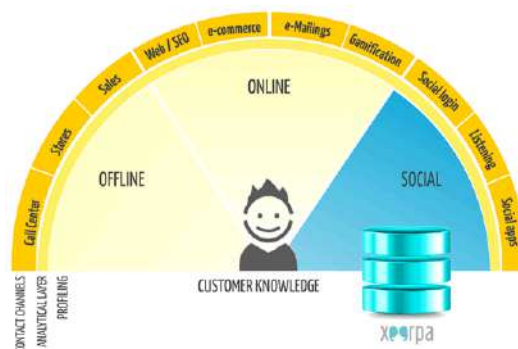
**PERSONALISE
MARKETING
ACTIONS WITH
PRECISION**



**SEGMENT AND
COMPARE YOUR
USERS WITH A
GLOBAL
AUDIENCE**



**SOCIALISE YOUR CRM
AND COMPLEMENT
YOUR CRM, DATA LAKE
AND BI STRATEGIES**



Key Benefits for the Fast-Food and Restaurants Industry:

- ✓ Analyse the preferred food & beverages brands and products of fans and customers
- ✓ Identify restaurants and places where they Check-In
- ✓ Understand the contents they prefer based on their individual interests
- ✓ Identify Top Influencers and Brand Ambassadors
- ✓ Improve segmentation in your CRM, Campaign Manager and DMP
- ✓ Impact users that have engaged with specific posts or products
- ✓ Personalise messages and offers through your Wi-Fi Hotspots

[BOOK A DEMO](#)

Selected clients and success stories in age industry:



RODILLA

MADRID 1939

"In Rodilla the customer focus and one-to-one marketing have been our credo since almost 80 years now. The times have changed now and Xeerpa allows us to have a broader perspective of our clients (both in-store, thanks to Social WiFi, and beyond), have a two-way conversation with them and personalize our messages on Social Media. Undoubtedly, Xeerpa will also help us improve our conversion rates."

Angel Fernández Nieto, Business Development &
Marketing Director at Grupo Rodilla

Grupo Rodilla is one of the eldest and most emblematic restaurant chains in Spain. Founded in 1939 in Madrid, it specialises in gourmet sandwiches. Since 2012 Rodilla belongs to Grupo Damm, one of the largest beverage groups in Spain with brands like Estrella Damm, and since 2016 it also operates online with its own e-commerce store.

Engagement and objectives

Grupo Rodilla engaged Xeerpa to incorporate Social Login and analyse the social media profiles of the users of its extensive Wi-Fi hotspots implementations, available across all their restaurants. Rodilla's e-commerce and promotions were also integrated to provide information from users in these channels. The main objective was to enrich customer data in their CRM with social information, in order to better understand user preferences and interests, so Rodilla's marketing efforts could be improved through advanced segmentations and profiling.

Success

- In less than a year Rodilla developed a Social CRM of over 60,000 users, the majority of which registered through the social login in Wi-Fi hotspots in their restaurants. This organic data collected through Xeerpa's capture and analytical engine allowed Rodilla to complement their Salesforce CRM with the social media profiles of users and fans, thus providing a 360° picture of both their customers' transactional behaviour and social interests and affinity to Group Damm's brands, competitors and partners.
- For example, Rodilla analysed gastronomic, cultural, fashion and lifestyle preferences of Rodilla's clients, using these insights to personalise their marketing campaigns and user experience in their apps and restaurants.
- Xeerpa Dashboards also provides geo-location information of Rodilla's users, detecting areas of interest and places they visit for leisure or work-related activities. This information is useful not only from a marketing perspective, but also it is taken into consideration when they look for new venues for restaurant openings.

Interesting findings

- Xeerpa's analysis revealed an increasing interest of Rodilla's customers aged 25-45 in a healthy lifestyle, which made the group reconsider their gastronomic offering and incorporate new recipes and ingredients that respond to this demand specially within the large segment of urban clients.

BOOK A DEMO

More information on hello@xeerpa.com and www.xeerpa.com

Because not all leads are created equal