

CASE STUDY

Spur's success story through Dynamo.

Creating human connections in the digital age.





Today, it's no longer effective to send out emails and hope to reach your target audience.

You need to engage with your customers where they are, on their terms, saying what they want to hear while offering the kind of value that they expect.

In short, this is no easy task. It's one that requires creativity, analytics, determination and, above all, the right tools for the job.

Spur Steak Group is one such company that has recently risen to the occasion. Founded in 1967, the restaurant chain offers a warm and child-friendly environment in each of their **600+ global branches** consisting of Spur Steak Ranches, Hussar Grill, John Dory's, Roccomamas, Panarottis and Casa Bella. They are listed on the Johannesburg stock exchange, and boast a loyalty membership database of over 1.4 million members.

With that kind of success, it's usually difficult to improve on your metrics and go beyond expectations. However, through Eloqua and Dynamo from Engagement Factory, Spur has done just that, increasing their ROI by **1200%** and achieving click through rates of more than **five times the average**.

This is their story of success through Dynamo.

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CHAPTER 1

Boosting Spur's marketing strategy.

The Challenge.

Executing traditional digital strategies has worked in the past, but we're no longer looking to the past - we're looking forward, and need a non-traditional approach.

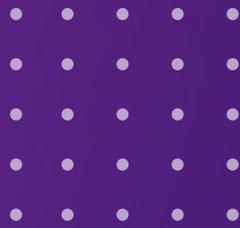
Stuart Ormiston

The restaurant group has traditionally found success through loyalty programmes, and has generated a large and loyal customer base. Spur wanted to leverage that customer base to generate more ROI, engagement and turnover across their restaurant chains.

Spur, with the help of Engagement Factory, identified four key opportunities to leverage their customer base and boost their engagement in new and innovative ways. These opportunities were social media, kids birthday parties, the rugby world cup, and Hussar Grill's 55th birthday.

Spur planned to use these opportunities to amp their engagement with their customer base and increase their ROI in new and interesting ways across their restaurants. In order to generate new levels of engagement, Spur needed a new approach that could engage and delight their customers across all channels. After approaching Engagement Factory, they found their solution in Dynamo.





The solution.

Adaptation is how one thrives in any environment. To thrive in a constantly changing one, you need to adapt quickly, intelligently and flexibly – which is exactly what Dynamo offers.

Stuart Ormiston

Dynamo is a plug-in for Oracle Eloqua. It enabled Spur to integrate all channels in their ecosystem such as SMS, point of sale data, Facebook, Google integrations and their mobile App.

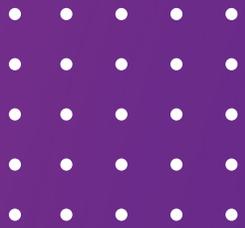
Dynamo would provide Spur the ability to utilise Eloqua AppCloud actions, decisions, feeders and content providers and extend Eloqua's ability to solve unique marketing use cases. In other words, Dynamo let Spur access multiple channels, create multiple paid ads for custom audiences on social media and Google and improve their general efficiencies across the board.

By accessing these additional channels, Spur was able to create highly personalised communications centered around each customer's preferences. This allowed them to use custom audiences to boost their marketing strategies in innovative and new ways straight from within Eloqua.



CHAPTER 2

How Dynamo
improved metrics
and delivered beyond
expectations.



Dynamo in action.

Through Dynamo, Spur optimised their social media spend by setting up different ad sets based on customer product purchase history. The purchase history was overlaid with the campaign data to identify which loyalty member social media posts had the most engagement. This enabled spur to achieve a **5% CTR** when the historic average used to be 0.9%.

When tackling the kids birthday opportunity, Spur developed an online booking function for parents to book parties in advance. The solution was then integrated with Eloqua, and enabled an immediate confirmation through email and SMS to targeted custom audiences through Dynamo. The inclusion of custom audiences decreased their cost per conversion rate to **as low as \$0,93 per booking** for loyalty members with a birthday coming up. This resulted in a total of **2251% less cost**, and an exceptional ROI with an average booking value of **\$119** per party.



Dynamo was also used to target audiences who were not yet customers. During the Rugby World Cup, Spur was able to target audiences with similar patterns and preferences. Across all channels, customer engagement over the period **increased by 300%** in comparison to campaigns of the past, and lead to an **increase of 749% of sales** when compared to the previous sales period.

When Hussar Grill's 55th birthday promotion came up, Dynamo was used effectively to promote the event through a mix of channels such as email for the invitation, SMS as reminder and online for general awareness. This resulted in an **increase in online bookings of 146%**, with cost per booking was **as low as \$0,55** and an average **order value of \$46**.





Get Dynamic.

With Dynamo achieving such success with Spur, it's plain to see that Engagement Factory approaches traditional marketing challenges with innovative, new approaches that work.

If you would like to achieve similar success, Engagement Factory's Dynamo is now available as a plug-in to anyone who uses Oracle Eloqua. If you would like to explore what Engagement Factory can achieve for your own company, contact us today for a personalised consultation.



www.engagementfactory.com