

How did Naked Pizza use local online advertising to increase orders of its all-natural pizza?

MAXPOINT SPOTLIGHT
Naked Pizza

Goal

Generate awareness, increase traffic, and drive sales at select New Jersey Naked Pizza locations.

Strategy

MaxPoint used its Digital Zip® technology to target families in the local area with an interest in maintaining a healthy lifestyle—a perfect fit for Naked Pizza, which offers a full menu of all-natural pizzas. MaxPoint also displayed the restaurant's ads to businesspeople who frequent area establishments during the midday lunch rush.

Results

By using MaxPoint's local online advertising solution, Naked Pizza was able to gain new insights into its customers making online orders, including their age, household income, net worth, and level of education. The restaurant was also able to get valuable data about which local neighborhoods visit its online ordering page and at what time of the day they place most orders. In all, targeted online ads have helped Naked Pizza increase sales by 19% at one New Jersey location and generate more than 600 new visits to its company website.

New York Targeted Campaign

