

GET^{In}the LOOP

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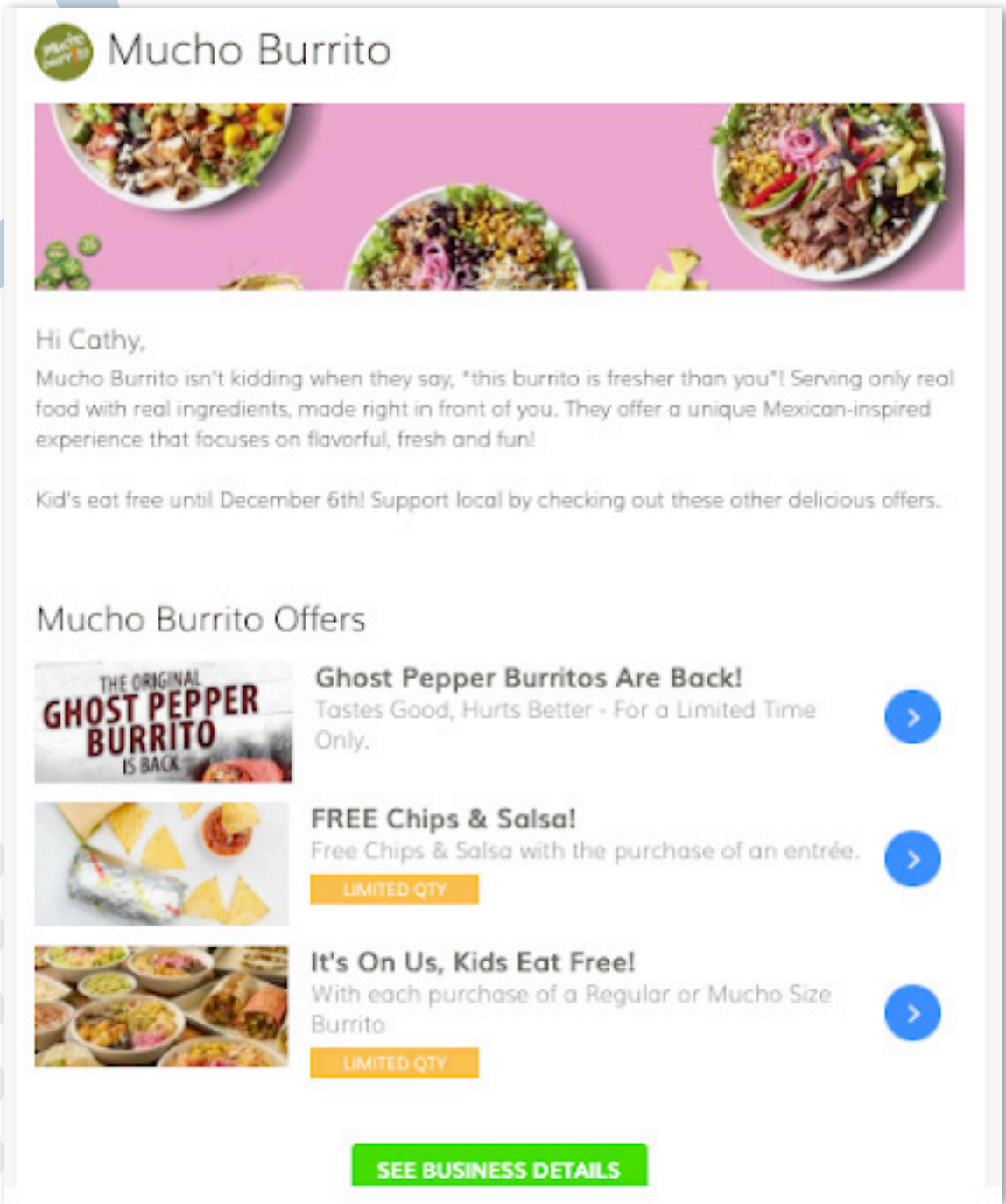
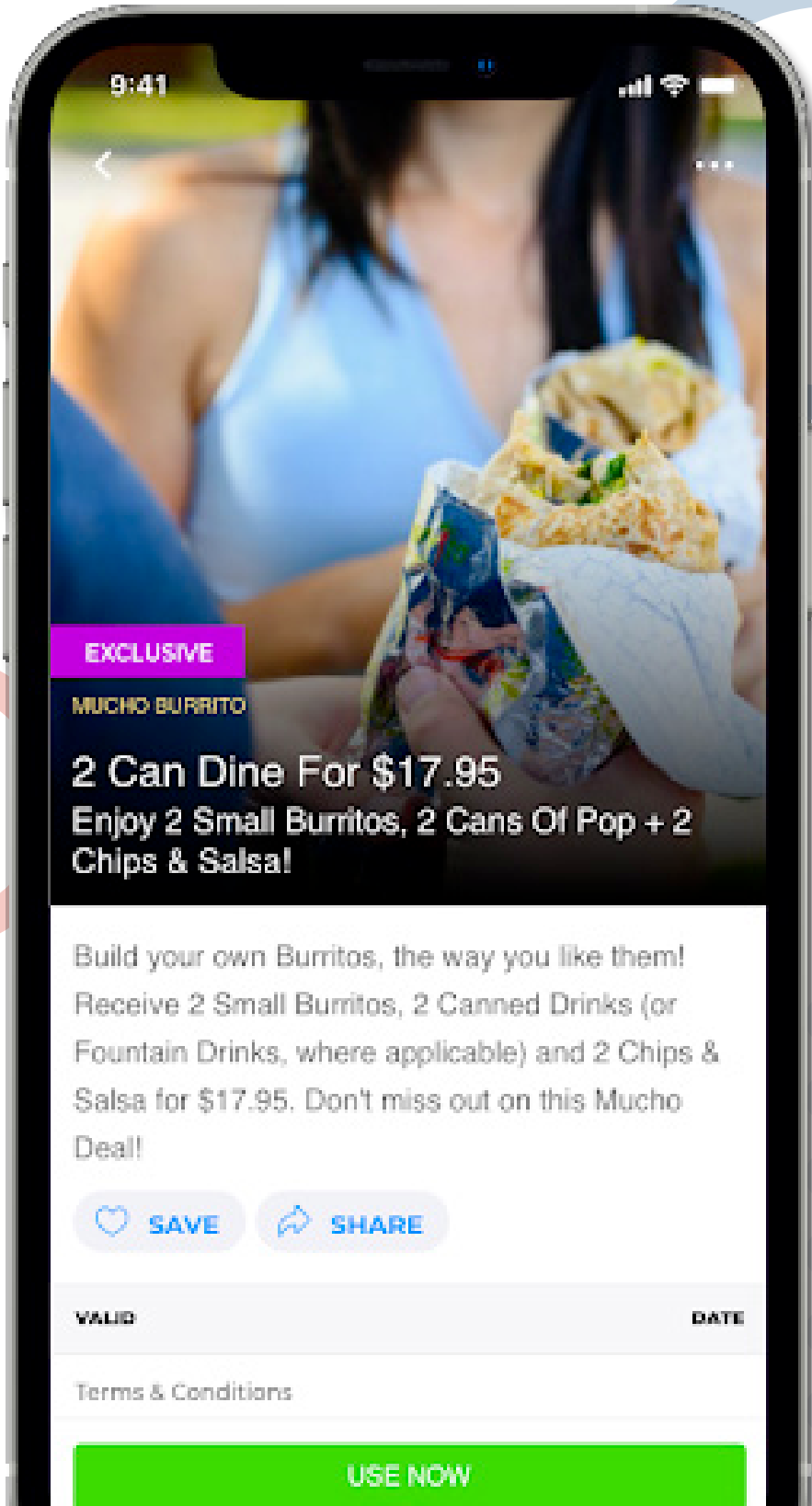
Mucho Burrito[®]
fresh mexican grill

Mucho Burrito
Case Study

Growth, Increased Engagement, and Marketing Success for Local Stores

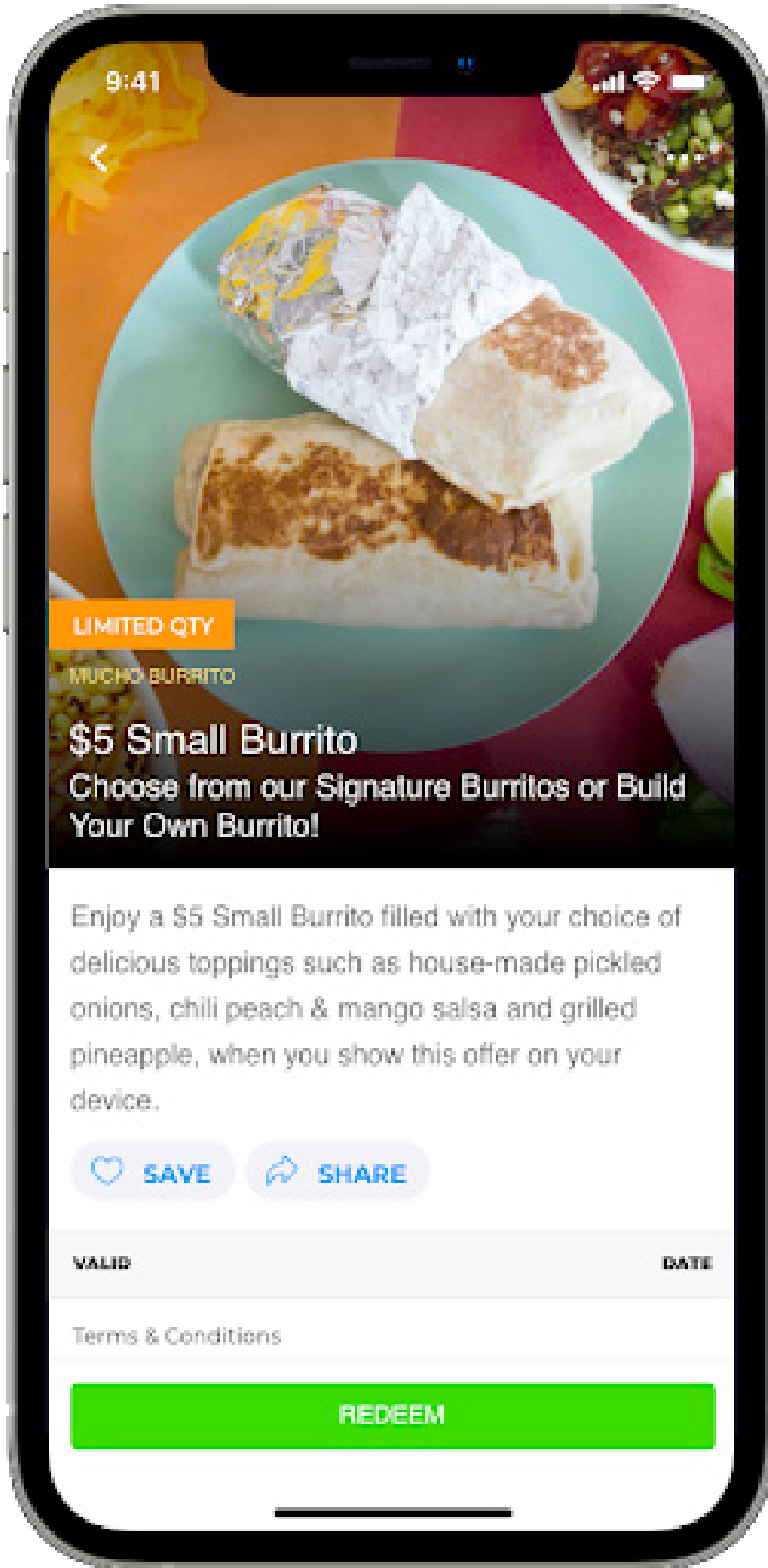
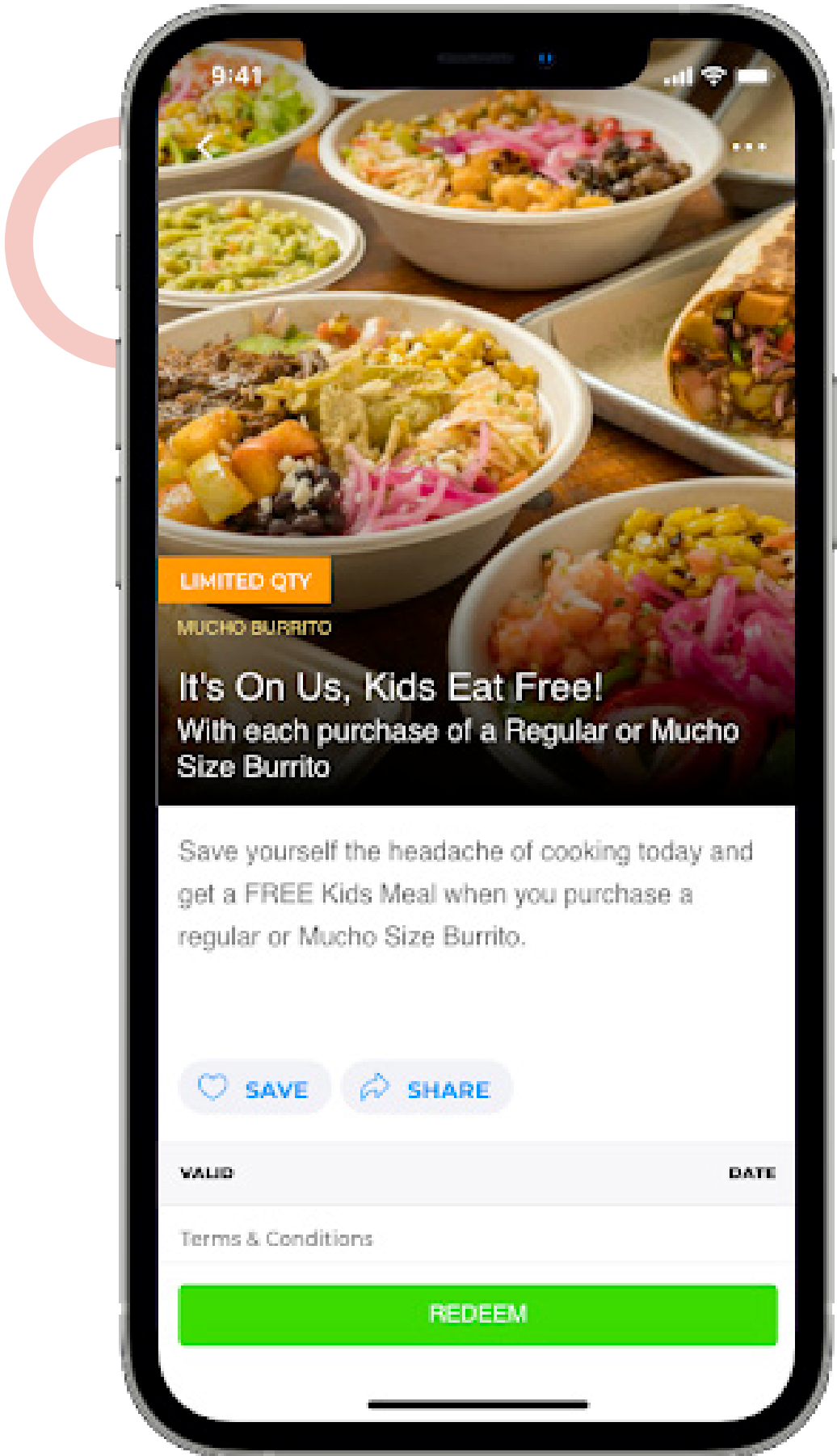
GetintheLoop helped amplify Mucho Burrito's voice and presence across multiple locations to better connect with the on-the-go mobile customer and ultimately increase sales. As a result, it was easier for each location to market themselves authentically and effectively, at a fraction of the cost of traditional media. Mucho Burrito's partnership with GetintheLoop offered local consumer insight while building a local presence and identity in the community. As a partner of GetintheLoop, businesses can count on:

- The creation of local content that is relevant in their market
- Strengthening customer loyalty and rewarding returning customers
- Targeting ideal customers around their store and in their community
- Growth and success by measuring performance and collecting insights



Mucho Burrito's Challenges and Goals

Mucho Burrito launched a pilot program with GetintheLoop at the end of 2020 that included **56 locations** joining the platform in Western Canada. Mucho Burrito came to GetintheLoop with key concerns, including creating hyper-local consumer engagement to **increase visibility, drive foot traffic, increase their order value, and make a direct impact on brand and promotions.** A **multi-offer strategy** was implemented to best support increasing the average customer order value, building loyalty through repeat visits, and building the brand in the local communities.



How GetintheLoop Delivered

Through utilizing all offer features and promoting exclusive content through GetintheLoop, Mucho Burrito was able to:

Promoting exclusive content through GetintheLoop

Utilize bundle offers to **increase average customer order value.**

Grow their audience by targeting families through highlighting free kids meals.

Use **limited quantity promotions** to create strong urgency which offset slower days and times, with one offer **earning 20 redemptions in its first 48 hours.**

130

Foster **hyper-local engagement**, with one in-app contest **earning 130 entries in just 24 hours.**

2.9m

Strengthen their presence through local social promotion, community outreach, and a multi-channel digital strategy (web, social, app, push notifications, integrations) **earning 2.9 million campaign impressions**

57%

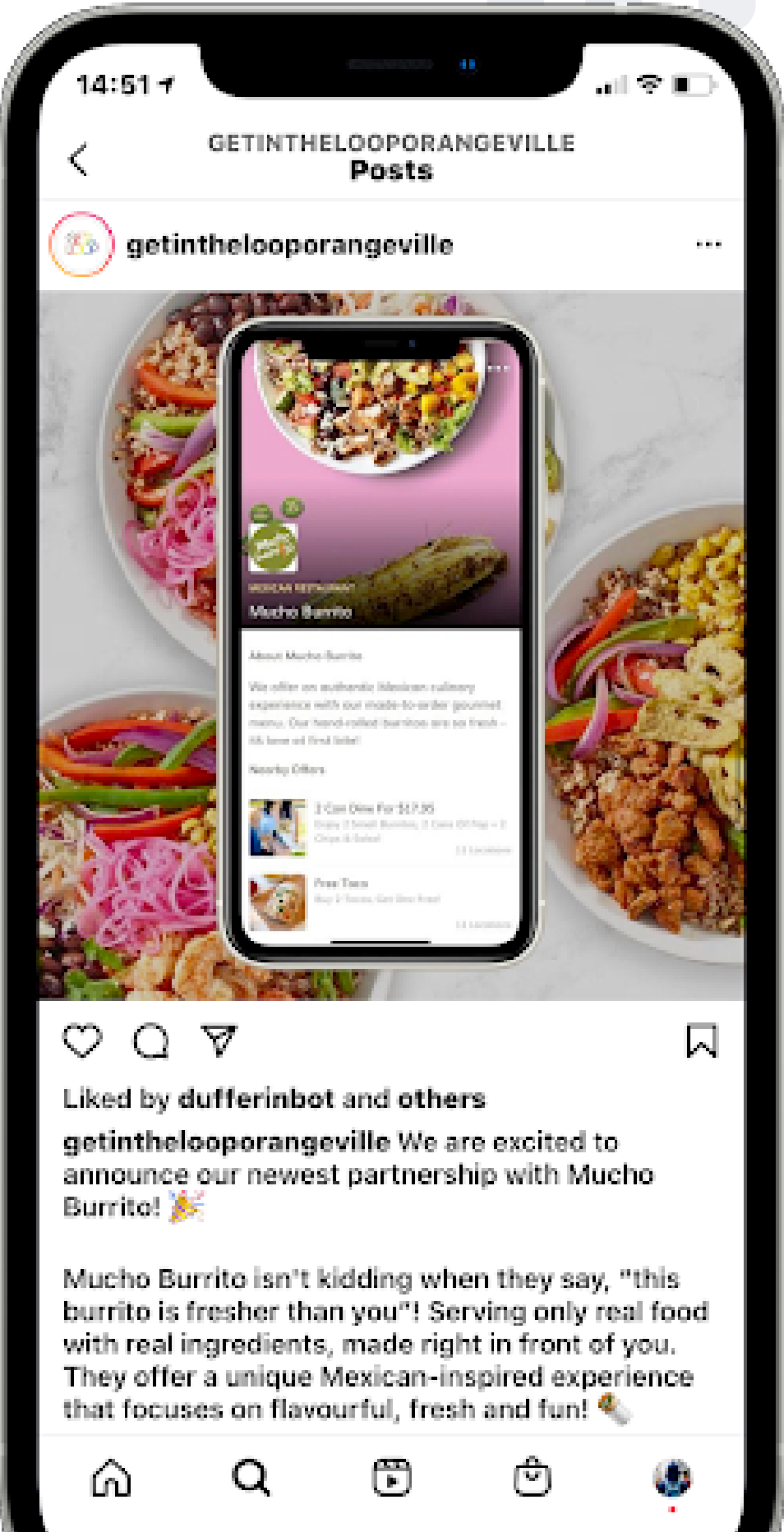
Save on marketing costs, with a **10.3% lower cost-per-impression** than the industry average, and a **57% lower cost-per-click** than the industry average.

British Columbia Location: 90 Day Insights

- Created and promoted 17 unique offers in a 90 day period
- Business spotlight email kicked off the strategy, connecting all 35,000 local members
- Reached over 1.1 million local shoppers in their community
- 4,663 local people clicked and viewed offers in just 3 months
- 120 total actions and redemptions received on exclusive offers

"The platform itself is incredibly user-friendly for both the businesses as well as the app users. We had no trouble setting up promotions, navigating the back end and tracking results of our programs. The GetintheLoop team has been responsive and supportive throughout our duration on the platform, helping to onboard new locations, setting up promotions and answering any questions we may have."local social promotion, community reach outs, and a multi-channel digital strategy (web, social, app, push notifications, integrations)."

Anita Dewan, Assistant Marketing Manager, Mucho Burrito



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GetintheLoop supports local businesses and local events all over the country.

If you are interested in learning more about partnering with us, please contact sales@getintheloop.ca

