

# Brixx Wood Fired Pizza calls on Zenreach to help uplevel its segmentation and targeting capabilities

The first Brixx Wood Fired Pizza restaurant opened in Charlotte's historic Dilworth neighborhood back in 1998. Today, the brand operates nearly 30 additional locations across the Southeast, consistently winning patrons over with its quality ingredients and extensive selection of craft beer and wine.

## The Challenge

Over the past 20+ years, Brixx has enjoyed steady growth bolstered by its focus on fresh menu offerings and an emphasis on creating a local feel for each of its locations. However, despite the chain's success, segmentation and targeting of its audience for marketing purposes—along with in-store foot traffic attribution—had been something Brixx had struggled with from the outset.

Although they had previously tried running display campaigns, Brixx was unable to accurately measure their effectiveness, particularly when it came to understanding what results were being driven on a per location basis.

Until they found Zenreach.

## The Solution

Brixx was particularly interested in working with Zenreach to achieve greater insight into the offline results garnered from their online advertising campaigns. After activating the Zenreach Walk-Through™ marketing solution at 23 of its locations for measurement purposes, they then turned on social and display advertising campaigns to actively drive customer visits to 12 of them.

Each of these individual campaigns corresponded to a particular location and routed online users to that specific location's landing page and menu. The goal was to determine and report on which campaigns were driving visits to which locations and at what cost.

**>4:1  
ROAS**

Exceeded  
CPWT goal by  
**12%**



"Zenreach has become an integral piece of our marketing mix here at Brixx Wood Fired Pizza. The results they've brought through AI audience optimization, thoughtful recommendations, and incredible customer service have been invaluable to us. It's not easy to close the loop on ad metrics with a goal of driving physical traffic to a brick-and-mortar business, but that's exactly what Zenreach is able to do."

- Sydney Vassal, Director of Marketing



## The Results

Using a seven-day lookback window—that is, observing what customers went into a location within seven days of being served an ad by Zenreach—Brixx was able to achieve better than a 4:1 return on ad spend (ROAS) over an 11-month period. This outcome ultimately exceeded the campaign's original target of 3:1 ROAS and led to Brixx consolidating their display spend with Zenreach entirely.

Furthermore, the client had set a goal of a \$5 cost per Walk-Through™ (CPWT) which Zenreach was able to beat by a margin of 12%.



## About Zenreach

Zenreach created Walk-Through™ Marketing to help businesses with physical locations dramatically improve customer acquisition and lifetime value by connecting digital marketing with in-store results. Zenreach Engage automatically tracks customer visits, effortlessly builds rich customer profiles and keeps them up to date. Zenreach Attract improves ad performance 4× by targeting audiences based on your best customers. Results are measured with our Walk-Through™ Rate, a proprietary metric that shows when someone exposed to an ad visits a location. Founded in 2012, Zenreach serves thousands of independent merchants and leading brands like Ruth's Chris Steak House and BCBG Max Azria.

Contact us and we'll help you start connecting with the real people visiting your businesses, no matter how busy you are.

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