TOOLS THAT PROVE ROI

Quick! What's your annual marketing budget?
What data did you use to arrive at that number?

A major benefit of digital advertising is trackability, which leads to data-driven decisions when it comes to figuring your marketing budget. An informed approach to marketing your business involves:

> The Return On Investment (ROI) based on what you pay for digital platforms (such as OpenTable, Toast and FareHarbor) plus the amount you spend on marketing for the services that use those programs compared to the revenue it generated.

The best systems track the customer journey from initial contact through conversion – meaning you see what ad/effort attracted your customer and the action taken to make sense of that ad spend.

We've heard this before, "I'm just not sure it's working" and then budget discussions become a session of throwing spaghetti at the wall to see what sticks. Then it's trial and error or triumph. Making data-driven decisions is not only made possible – it's key.

PROBLEM

Clients in the restaurant and outdoor outfitter industries need relevant and clear data to make informed budgeting decisions regarding marketing and online ordering or online booking tools in which they've invested.

SOLUTION

Install digital conversion tools with tracking codes and provide monthly reporting to discuss successes and failures – making necessary marketing adjustments to maximize ROI along the way – based on hard data.
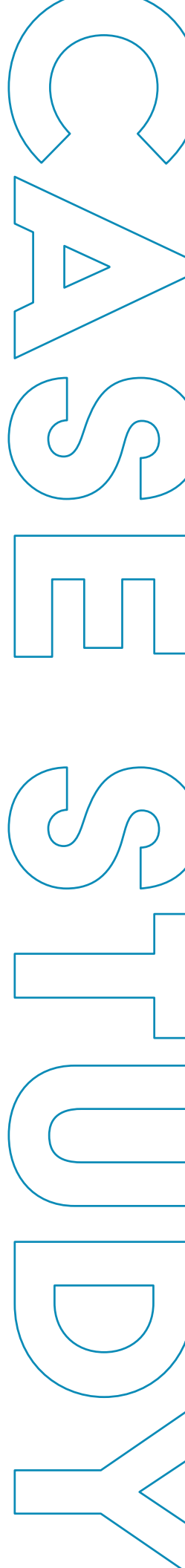
RESULTS BY INDUSTRY

Proven vs. Inferred Revenue Conversions by Industry

OUTDOOR OUTFITTERS

In this section, you will see metrics for two outdoor outfitters. One outfitter uses FareHarbor for online bookings and Avid has account access that allows us to pull metrics for total spend on trips. The other outfitter prefers to book all trips by phone, so this website provides a contact form where people may express interest in booking. This functionality is less efficient because we must lean on the client, scheduling regular meetings that end up costing the client time and money, to get the information we need since we can't prove whether the quality leads are directly tied to advertising and can't provide a clear ROI between revenue and advertising investment.

A

PROVEN REVENUE CONVERSIONS
Outfitter A using FareHarbor
June-August, 2021

ROI=13%

SPEND
Spend for FareHarbor: $9,223.11
Digital Ad Spend: $1,638.47

RETURN
Form Submissions: **81**
FareHarbor Booking Revenue: **$153,718.52**

B

INFERRED REVENUE CONVERSIONS
Outfitter B using only Contact Form for Inquires
December, 2019-February, 2020

ROI=?%

SPEND
Digital Ad Spend: $834.85

RETURN
Form Submissions: **1,101**

⬇ **TOTAL SPEND:**
$10,861.58

⬆ **TOTAL REVENUE FROM BOOKING SOFTWARE WITH AD CAMPAIGNS:**
$153,718.52

SKI VILLAGE RESTAURANTS

In this section, you will see metrics for two mountain town restaurants. One restaurant uses OpenTable for reservations and Toast for online ordering, both of which we can access and see metrics on total spend for those who made an online reservation or ordered takeout online. The other restaurant uses a Heartland POS add-on for online ordering, but Avid does not have access to metrics on total spend for those who ordered takeout online. Thus, you will see that Avid can provide more in-depth information on ROI and concrete conclusions for one restaurant vs. inferred conclusions for the other based on access level.

A

PROVEN REVENUE CONVERSIONS
Restaurant A using OpenTable and Toast
January 1-November 10, 2021

ROI=21%

SPEND
Spend for OpenTable: $8,140
Spend on Toast: $500
Digital Ad Spend: $2,185.28

RETURN
Online Ordering Clicks: **4,195**
Phone Calls from Website: **280**
OpenTable Reservation Revenue: **$103,731.57**
Toast Online Order Takeout Revenue: **$141,157.67**

⬇ **TOTAL SPEND:**
$10,825.28

⬆ **TOTAL REVENUE FROM RESTAURANT SOFTWARE WITH AD CAMPAIGNS:**
$244,889.24

B

INFERRED REVENUE CONVERSIONS
Restaurant B using Heartland POS Add-On with No Reporting Access for Avid
June-August, 2021

ROI=?%

SPEND
Cost of Heartland Add-On: $297
Digital Ad Spend: $687.37

RETURN
Online Ordering Clicks: **933**
Phone Calls from Website: **193**

CONCLUSIONS

The more accessible setups listed above have helped businesses immensely, especially in the pandemic era when revenue was so highly affected and depleted by stay-at-home orders, as well as a shift in tourism.

The goal of this case study is to provide real examples of integrations that reflect **what we can prove** and **what we must infer**. The integration of these digital tools, as well as the in-depth tracking and regular reporting, solved the clients' problems by providing clearer analyses on ROI and eliminating the need for guessing.