

About Roy's Restaurants

- www.roysrestaurants.com
- 31 locations around the world
- Innovative Hawaiian fusion fine dining

Goals

- Increase call volumes and reservations
- Reach on-the-go customers searching on mobile devices
- Boost marketing returns

Approach

- Created mobile-only campaign with Google Mobile Ads to better reach users on the go
- Separated mobile from desktop campaigns for greater flexibility and control in bidding, budgeting and creative
- Deployed hyperlocal ad features to serve locally targeted ads showing location and distance information
- Leveraged click-to-call ad functionality to drive more calls

Results

- Achieved 800% ROI on mobile-only campaigns
- Drove 40% increase in calls
- Achieved 539% higher CTRs and 67% less expensive CPC than previous desktop campaigns
- Increased mobile to 13% of total website traffic, a 600% increase from 2009

Roy's Restaurants achieve 800% ROI with mobile-only ad campaigns and hyperlocal advertising

Dining at its finest

In 1988, James Beard Award-winner Roy Yamaguchi opened the first Roy's in Honolulu, Hawaii. Multi-ingredient fusion dishes, a spacious dining room, an expansive lounge, and a signature exhibition kitchen in full view defined the experience. Today's Roy's 31 restaurants cater to diners celebrating a special occasion as well as business travelers looking to wind down.

Roy's Restaurants pay lavish attention to every detail of the dining experience, and the same sensibility applies when it comes to marketing. The restaurants in the continental U.S. work with agency G&M Plumbing on integrated marketing campaigns that help sear the Roy's brand into the minds of discerning diners and – crucial to business success – boost reservations.

"Roy's has wielded Google AdWords search-based advertising for years to drive reservations," says Scott Dunagan, Director of Digital Marketing for G&M Plumbing. "Roy's makes it a priority to use their marketing dollars efficiently, track which ads are bringing in reservations, and increase convenience for their clientele. Due to its precise targeting and easy tracking, AdWords has been a great fit."

"Since Roy's rolled over into hyperlocal advertising, an ad format that delivers all the information diners need within the ad itself, advertising returns have gone through the roof. With Google Mobile Ads we saw an 800% return on investment on our mobile-only campaigns, roughly doubling our ROI from when we had blended mobile/desktop campaigns."
— Scott Dunagan, Director of Digital Marketing, G&M Plumbing

Getting started with click-to-call mobile ads

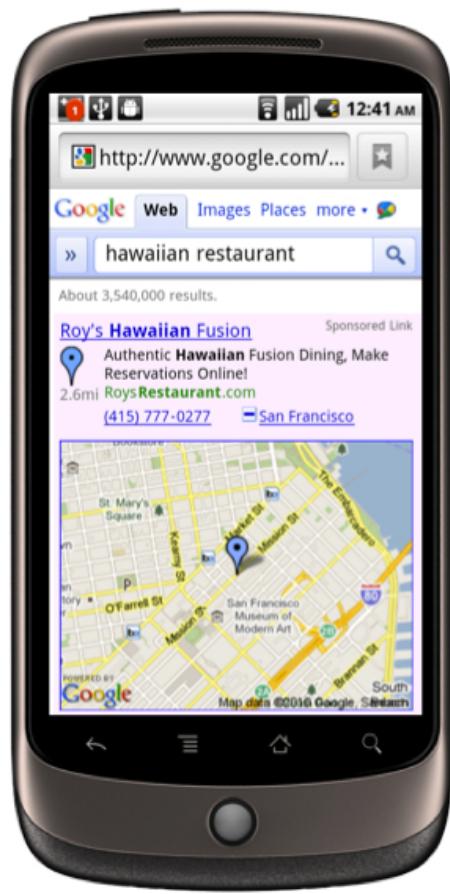
Based on substantial success with Google AdWords, G&M and Roy's began looking for new ways to increase marketing returns and create meaningful connections with customers. Together, they determined that when a customer calls a restaurant, it results in one if not multiple reservations. They also recognized that a growing number of customers wanted to use mobile devices to secure a dining spot.

Seeing an opportunity, Roy's and G&M deployed Google Mobile Ads with click-to-call functionality enabled through their use of AdWords location extensions. Location extensions display the phone numbers and addresses of nearby restaurants prominently on mobile or desktop-based ads. The click-to-call mobile ads allowed customers who were searching on their mobile phones to click on the phone number in the ad and directly connect with a Roy's Restaurant.

About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:
www.google.com/adwords



Creating mobile-only campaigns and implementing mobile best practices

What Roy's and G&M cooked up next is a showcase of precisely how to maximize returns by advertising on mobile devices with Google. First, they created a national, mobile-only campaign that enabled them to budget, bid, target, and track their mobile performance separately from their desktop AdWords campaigns. Next they employed aggressive bids to increase the chances of their ads appearing in the top positions – an important consideration for advertising on mobile because of the phone's smaller screen size.

The Roy's and G&M teams are also currently working on creating a more mobile-friendly website to help ensure that users have a positive experience if they choose to visit the Roy's site to make dining reservations. The results of these concerted efforts are impressive. Roughly 12 to 13% of traffic to the Roy's website now comes from mobile devices, a 600% increase from the same time period last year.

Harnessing the power of hyperlocal advertising

In addition to mobile-specific campaigns, Roy's also took advantage of Google Mobile Ads' new hyperlocal advertising feature which serves locally relevant ads and displays the location, phone number and distance information to help users see how close they are to the nearest restaurant. The hyperlocal functionality of the ad format immediately enabled the company to better target on-the-go customers searching for the closest Roy's Restaurant location. Jason Maloney, VP of Marketing at Roy's, has been thrilled with the results.

"With Google's hyperlocal mobile advertising, we were able to target our potential guests at their point of need. Mobile searchers looking for dining options could effortlessly see how close they were to a nearby Roy's Restaurant and the click to call function allowed for instant reservations. Our hyperlocal mobile-only campaign drove a 40% increase in calls with a CPC 67% less than desktop ads. The numbers are impossible to ignore. We have to invest in hyperlocal mobile advertising as part of our long-term growth strategy."

— Jason Maloney, Vice President of Marketing for Roy's Restaurants

Reaping exponential returns

Roy's experienced an 800% ROI on their mobile-only campaigns and hyperlocal advertising. Roy's also achieved click-through rates 539% higher on mobile than their previous desktop campaigns. With these returns, Roy's has landed on a recipe for success. Reflecting on these results, Scott Dunagan comments, "Google Mobile Ads have allowed us to reach our target consumers and enable them to transact with us in much more effective ways than any other medium. It's all about giving the end user all the information they need within the ad. With Google mobile-only campaigns we are seeing tremendous results."