

How Restorando boosted its conversion rate by integrating their internal recommendation engine with Adphorus DPA Solutions



Restorando is the leading online reservation platform for restaurants in Latin America with presence in 8 countries, 18 cities. They are focused on delivering a high technology and easy-to-use product in order to create an online reservation culture in Brazil, Mexico, Argentina, Chile, Colombia and more.

GOAL

Restorando had already been achieving great results with their Dynamic Product Ads (DPA) campaigns. They were looking for a new way to enhance their DPA performance by integrating their internal recommendation engine to their Facebook advertising in order to increase their customer retention rates.

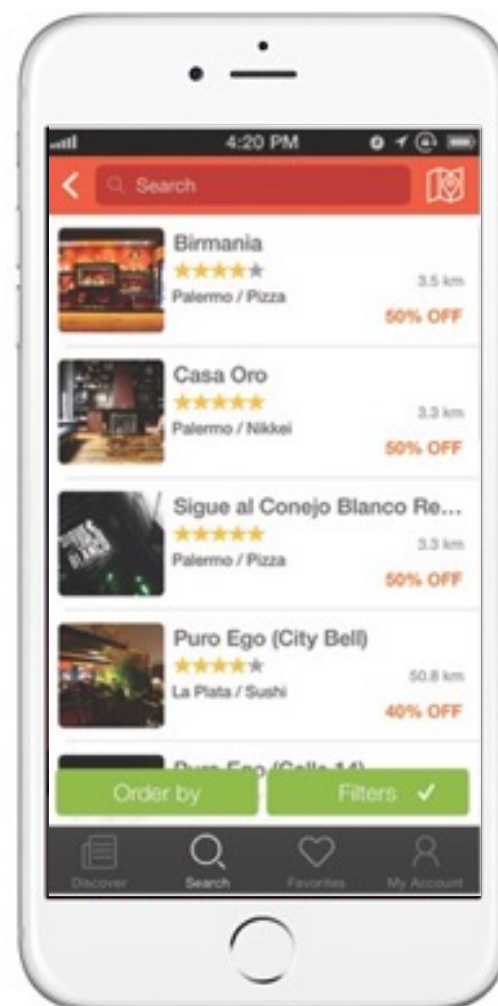
STRATEGY

Restorando wanted to retarget users who already made a reservation through their website by showing restaurants that are suggested by their internal recommendation engine on Facebook. To give an example, once you make a reservation, Restorando will start suggesting other restaurants based on users with behaviour similar to yours.

Together with Facebook Marketing Partner Adphorus, Restorando managed to integrate their internal algorithm on DPA and come up with an effective solution to increase their customer retention rates.

RESULTS

With Adphorus DPA solution and support of the customer success team, Restorando increased its Conversion Rate (Check Out/Website Click) by x5,97 and decreased Cost per Checkout by 49% compared to regular DPA campaign of the same market.



Conversion Rate
X6



CPA
49% lower



CTR
X2

“These campaigns allowed us to change the way we approach our users on Facebook by giving them real recommendations in order to help them discover new restaurants in their cities, which is finally our main goal.”

Lucas Ertola

Online Marketing Manager, Restorando