

CRAVE. CLICK. CONVERT

Smarter Campaigns, Bigger Revenue

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CASE STUDY



Overview

HomeSlyce, a Maryland-based pizza restaurant, partnered with Foodie to grow online orders and boost seasonal revenue. The goal: turn cravings into conversions using targeted paid media and automation.





The Challenge



1. Drive consistent online orders in a saturated food delivery market.
2. Reactivate inactive customers.
3. Drive revenue through seasonal events (e.g., Halloween)
4. Scale successful campaigns efficiently





→ The Strategy

Platforms:



1. Meta



2. Google



3. Toast

Core Tactics:

Seasonal Campaigns:

Leveraged key holidays for spikes in traffic and sales

Email Marketing:

Re-engaged inactive users and supported ads

Engaging Creatives:

Video-based content, short captions, UGC-style visuals

Data-Driven Scaling:

Top-performing creatives received more budget for higher ROI



Creative Execution

- Eye-catching social posts with strong CTAs

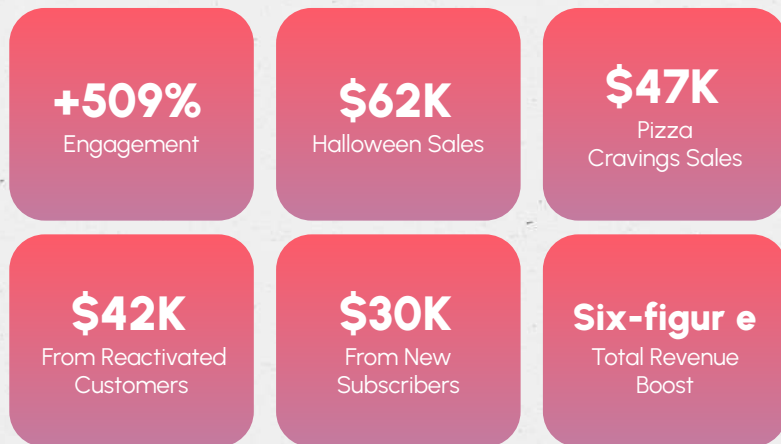
- Video ads focused on timely promotions

- Automated emails with personalized offers

- Brand consistency across all touchpoints



The Results



» Why It Worked?

Timely Promotions converted key holidays into high-revenue days

Personalized Messaging connected with customer habits

Smart Scaling maximized return on ad spend

Automation ensured consistent engagement

Foodie's 360 marketing strategy didn't just sell pizza—it built a stronger, more profitable brand for HomeSlyce. Through perfectly timed promotions, engaging content, and data-driven tactics, **HomeSlyce transformed seasonal moments into year-round revenue.**





→ Conclusion

With Foodie's 360 approach, HomeSlyce didn't just grow sales—they built lasting brand value. Personalized, well-timed content created a cycle of engagement and conversion, proving that digital done right drives real business.





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