

How Basis Turned Media Performance to Business Growth for Noodles & Company

THE CHALLENGE

Noodles & Company's media metrics looked strong, but the quick-service restaurant (QSR) industry was experiencing widespread traffic declines, clouding the visibility needed to understand the impact of marketing spend.

The team needed a clearer way to connect media investment to business outcomes and answer stakeholder questions about the value of every marketing dollar.

THE SOLUTION

Building a Unified Performance Framework

Basis unified media activation, customer data, foot traffic intelligence from Placer.ai and Cuebiq, marketing mix modeling (MMM), and measurement insights into one clear, connected view that informed strategic business decisions.

Strategic Shifts Backed by Data

With greater visibility into performance, Basis invested spend on markets where comp traffic (# of entree orders placed in person or online) had the highest revenue potential, instead of equal budget distribution across all markets.

From Reporting to Partnership

Reporting reviews became strategic planning sessions, where Basis applied MMM insights and Placer.ai data to budget decisions and market performance evaluation which gave Noodles & Company a clearer read on what was working.

ABOUT THE CLIENT

Noodles & Company is a fast-casual restaurant brand serving globally inspired noodle dishes, pasta, and comfort-food favorites through both in-restaurant and digital ordering channels.

The brand partnered with Basis to better connect media investments to business outcomes, drive comp traffic growth, and make more confident media investment decisions in a challenging industry.

Industry
Restaurant & Dining

Location
USA

Key Goals
Data Consolidation,
Increase Comp Traffic

THE RESULTS

6.5%

of total revenue driven by Basis-run media (highest paid media contributor)

\$6.71

return on media investment
across channels

Highest

new-customer acquisition levels
of the partnership driven by
full-funnel growth strategy