

Pan Pizza Parlour Case Study

77% Cost Reduction While Boosting Conversions by 30%

Client Overview

Pan Pizza Parlour is a beloved quick-service restaurant chain known for its authentic pan pizzas and family-friendly dining experience. With multiple locations serving thousands of customers weekly, they needed to optimize their digital marketing to drive foot traffic and online orders while managing costs effectively.

The Challenge

Pan Pizza Parlour faced several critical marketing challenges:

- Extremely high cost per lead (CPL) making customer acquisition unsustainable
- Low conversion rates from digital campaigns to actual orders
- Inefficient budget allocation across multiple marketing channels
- Declining ROI despite increasing marketing spend
- Need to compete with larger chains and aggregator platforms

Our Strategy

1. Marketing Cost Optimization

We conducted a comprehensive audit and restructuring:

- Eliminated underperforming campaigns and ad placements
- Refined targeting to focus on high-intent, location-based audiences
- Optimized bid strategies to reduce cost per click while maintaining volume
- Implemented negative keywords and audience exclusions
- Shifted budget from brand awareness to high-converting bottom-funnel campaigns

2. Conversion Rate Amplification

Simultaneously reducing costs, we improved conversion performance:

- Streamlined online ordering process with one-click checkout
- Created location-specific landing pages with live wait times and promotions
- Implemented urgency triggers (limited-time offers, flash deals)
- Added social proof with real-time order notifications and reviews
- Mobile optimization for on-the-go ordering

3. Local SEO & Google My Business

- Optimized Google My Business profiles for all locations
- Encouraged customer reviews and managed online reputation
- Local SEO to capture "pizza near me" searches
- Geo-targeted promotions through Google Ads and social media

Results

Metric	Achievement
Cost Per Lead Reduction	77% decrease
Conversion Rate Increase	10% to 30%
Overall ROI Improvement	4.5X increase
Timeline	5 months

Key Takeaways

- Ruthless cost optimization doesn't mean sacrificing performance—when done right, it amplifies results
- Location-based targeting is crucial for restaurant and retail businesses
- Conversion rate improvements multiply the impact of every marketing dollar spent
- Combining efficiency and growth strategies creates exponential ROI improvement

Client Testimonial

"Growth Pandit saved our marketing budget while dramatically improving our results. We were spending too much and getting too little. Now we're spending a fraction of what we used to and seeing better conversions than ever. Their strategic approach proved that efficiency and growth aren't mutually exclusive."

— Owner, Pan Pizza Parlour

Ready to maximize efficiency and growth?

Contact Growth Pandit today to discuss your growth strategy.

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