



NIFT ADVERTISING FOR RESTAURANT GROUPS

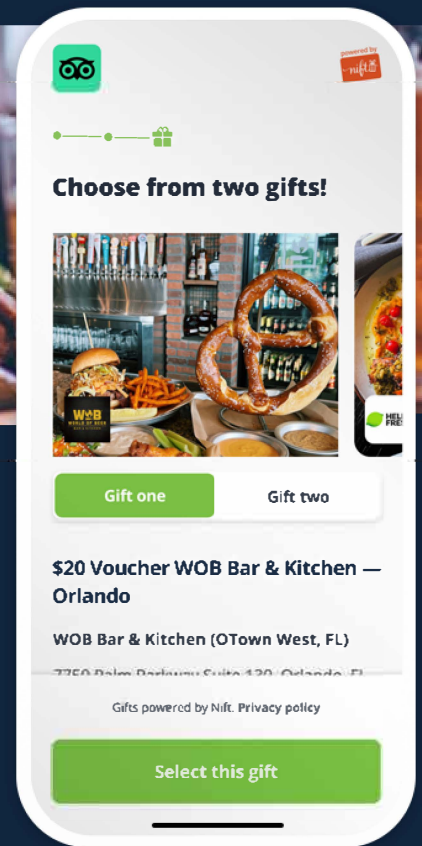
Drives customer acquisition for World of Beer Bar & Kitchen

THE CHALLENGE:

World of Beer Bar & Kitchen (WOB), an award-winning craft beer bar and restaurant chain with more than 35 locations in the United States, faced the challenge of declining foot traffic and the need for effective customer acquisition strategies. Traditional marketing methods were no longer yielding the desired results for this chain, which was founded in 2007 by two best friends in Tampa, Fla., who wanted to create a welcoming place where friends could gather, drink, eat, and explore.

- **Declining Foot Traffic:** WOB experienced a decline in foot traffic across its locations, which impacted overall revenue and customer engagement.
- **Ineffective Traditional Channels:** Traditional marketing methods, including Meta and other paid social channels, were not yielding the desired results.
- **Lapsed Customer Engagement:** WOB aimed to re-engage lapsed customers effectively and encourage repeat visits.
- **Industry Headwinds:** The restaurant industry faced challenges, making it crucial for WOB to find innovative solutions to attract patrons.

James Buell, COO of WOB, recognized the need for a fresh approach and explored Nift Advertising for Restaurant Groups as a solution to address these challenges.



WOB
WORLD OF BEER
BAR & KITCHEN



"Nift has been instrumental in driving foot traffic and new customer acquisition for our restaurants. Our \$20 vouchers, offered through Nift, have resonated with customers, leading to increased visits and loyalty."

— **James Buell**,
COO of World Of Beer

THE SOLUTION:

Nift Advertising for Restaurant Groups

WOB strategically partnered with Nift Advertising for Restaurant Groups to boost foot traffic and attract new patrons. Over 12,000 advertisers, including restaurant groups like Lennys Grill & Subs and Hart House, use Nift Advertising as a performance marketing channel to drive foot traffic and customer acquisition while hitting ROAS targets. When a consumer within our network completes an action with one of our partners – such as leaving a review on TripAdvisor, paying for parking via ParkMobile, or registering for a yoga class via Mindbody, our proprietary AI selects personalized gifts from our advertisers.

THE RESULTS:

After experiencing success in the pilot locations, WOB decided to expand the use of Nift to its systemwide locations.

INCREASED FOOT TRAFFIC

WOB experienced a significant boost in foot traffic across multiple locations.

CUSTOMER GROWTH

Thousands of individuals were added to their email database, enhancing direct marketing efforts.

NATIONAL EXPANSION

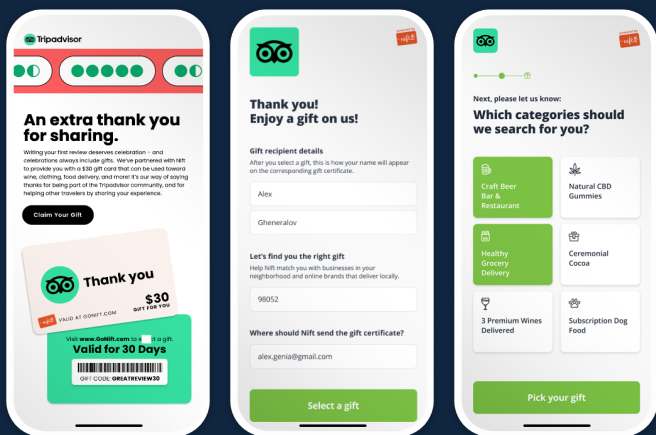
Following the success, WOB scaled the Nift partnership nationwide, aligning with targeted ROAS goals.

Critical Benefits of Nift Advertising for Restaurants

- **100% trackable customer acquisition**
- **Cost-Effective:** Cost that rivals paid digital ads
- **Simplicity:** No POS integration
- **Geo-Targeting:** Attract customers where traffic is needed most
- **First-Party Data Collection:** Grow your database with name, email, and opt-in permission for targeted remarketing
- **Flexible Redemption:** In-person or direct online orders, bypassing third-party apps

Unlike traditional marketing channels, Nift provides verifiable customer acquisition for restaurants; rivaling paid digital ads. It streamlines the process by eliminating the need for complex point-of-sale integrations, offering geo-targeting, and allowing suppression of existing databases.

Schedule a demo today with our team of restaurant advertising experts here.



The initial WOB pilot was at six corporate locations, including their Owings Mills franchise location. “Nift is a fully managed service, so the launch required minimal effort from our team,” says James Buell. “We just needed to provide basic digital images and copy about our brand. Nift required no integration and only setting up a key in the POS system. Nift handled the creation of everything, and we approved the materials before launch.”

This streamlined process allowed WOB to focus on its core business while benefiting from Nift’s effective customer acquisition strategy.

