

P.F. Chang's Uses Customer Match to Cook Up a Sizzling 144% Increase in ROI

National chain [P.F. Chang's China Bistro, Inc.](#) owns and operates more than 260 brand restaurants renowned for serving up authentic Chinese cuisine. The company focuses its online advertising on the U.S. market by using AdWords remarketing and conversion tracking to drive restaurant visits and online sales. The brand had success with these strategies, but wanted a way to reconnect with its most valuable guests. To get more out of its Search campaigns, P.F. Chang's and its performance marketing agency, Olson, took advantage of [Customer Match](#).

Customer Match enables businesses to reach their highest-value customers on Google Search, YouTube, and Gmail by allowing them to upload lists of customers' email addresses. They can then build campaigns and adjust bids to reach those high-value customers at the right moment with the right message.



Serving up the right message

To ensure hungry guests see messages that resonate with their empty stomachs, P.F. Chang's and Olson designed a strategy that split guests



P.F. CHANG'S®

About P.F. Chang's

- P.F. Chang's China Bistro, Inc. is an American casual dining restaurant chain, serving authentic Chinese cuisine at 260 locations across the globe.
- Scottsdale, Arizona
- www.pfchangs.com

Goals

- Drive restaurant visits
- Increase restaurant and online sales
- Improve cost efficiency

Approach

- Implemented Customer Match across all Search campaigns
- Ran duplicate control campaigns to benchmark performance
- Created unique messaging for each audience segment

Results

- \$1.3M increase in revenue
- 39% lower cost-per-acquisition (CPA)
- 144% increase in return on investment (ROI)

into three audience segments. Each segment is based on guests' level of engagement with P.F. Chang's website: Existing registered users, returning website visitors, and newly registered users. When any of these guests search for keywords like "asian food" or "chinese restaurant," the restaurant brand can deliver tailored messages that speak to each specific audience segment.

"What's most exciting is that our engagement metrics have increased in ways we never expected."

—Jim Umberger, Vice President of Digital & Loyalty Marketing, P.F. Chang's

Lower CPA paired with increasing ROI

Customer Match delivered significant performance gains for P.F. Chang's compared to its previous Search campaigns that contained the same keywords. This change in strategy resulted in a 39% lower CPA, a 144% increase in ROI, and a \$1.3M increase in revenue—\$874K of which came from online orders alone. P.F. Chang's and Olson now plan to focus their efforts on applying Customer Match to loyalty program members to drive even more restaurant visits and online sales.

P.F. Chang's - View our Dinner Menu & Order Now!

Ad www.pfchangs.com/ ▼

Earn Points Toward Your Free Entree

Menu Explore the Menu Order Online	Reservations Make a Reservation at P.F. Chang's Reserve Your Table Online
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"Customer Match enables us to connect more effectively with our most valuable guests. With match rates of around 60%, we know we can reach them with the right message as they search for their next dining experience. What's most exciting is that our engagement metrics have increased in ways we never expected," said P.F. Chang's Vice President of Digital & Loyalty Marketing, Jim Umberger.