

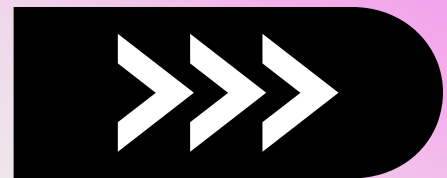
D2C CASE STUDY META

ANCON



ABOUT CLIENT

ANCON



Since 1998, Ancon has been a dedicated partner to the restaurant industry, focusing on the crucial role of staff by developing a platform with innovative technology to streamline restaurant operations and realize ambitions. Despite its long history, Ancon remains forward-looking, constantly evolving to offer solutions that boost sales, enhance service and guest experience, and save time and money for restaurateurs. Ancon's commitment to innovation and improvement underscores its mission to support the ever-changing needs of the restaurant business.

ANCON

ANCON

English

Restaurant Types

Products

Payments

About Ancon

Contact

BOOK A DEMO

GET swoooooosh AWAY with a one- stop POS system

- 24/7 support
- All your data in one place
- Power, Tablet, Internet. Done!

Contact us

The image shows a tablet and a laptop displaying the Ancon POS system interface. The tablet screen shows an order management screen with a list of items and their prices. The laptop screen shows an analytics dashboard with various charts and graphs.

Item	Price
BEEF STEAK CLUB	278,00
CANYON BORDME	71,00
SAKA BLANC 40cl	49,50
BROOKLYN IPA 40 cl	84,00
Kontorelboat	400,00
Mbali - 1/2 Mol	300,00

Total Antal: 8
Total: 1380 SEK

COEF OF GOODS: 25%
28%

PROFIT: SEK 701.293.35
SEK 827.098.73

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Well established brand awareness in Sweden• Wide Product/Service Range for restaurants.• Good Content and website	<ul style="list-style-type: none">• No tracked data on clients,• High brand awareness but no MOF & BOF;• Un trackable return on Ad Spend since running brand awareness and traffic ads.• Market competition;	<ul style="list-style-type: none">• Track sales journey & optimise weak points;• Retargeting strategies;• Dynamic Ads & sales funnel strategies with BOF,	<ul style="list-style-type: none">• High CPM in this market;• Tracking and Meta attribution inaccuracy;• Price wars, Economic Downturn and low seasons;

KEY STRATEGIES IMPLEMENTED



- **Sales funnel strategy:** drive all data through a sales journey to optimize conversion rates and lower CPM while maximising data collected through retargeting, lookalike audiences and broad audiences.
- **Competitive advantage focused Ads:** Highlight positive aspects that distance us from competitors through the Ads in funnel strategy using creative assets to target the right audience (Restaurant owners)
- **Highly segmented & personalized targeting:** Personalize campaigns to maximize leads using several audience group through the marketing funnel.

ADS

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Att följa skatteverkets föreskrifter är easy peasy lemon squeezy! Vår expresskassa är tillverkardeklarerad och uppfyller alla krav. Vi på Ancon fixar kostnadsfri set-up och du är up-and-running inom ett par dagar. Vill du komplettera med vår grymma QR-kodlösning gör du det med ett knapptryck. Voilá!



Expressssssskassa

Är du i plötsligt behov av en Expresskassa som följer Skatteverkets föreskrifter och krav?

- ✓ Kostnadsfri set-up
- ✓ Kom igång på ett par dagar
- ✓ Komplettera med QR-order genom ett knapptryck

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www.ancon.io

Book Now

  39 1 comment 9 shares

 Like  Comment  Share

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Vi tar hand om ditt kassasystem, du tar hand om gästen. We've got your kassa covered!



ANCON



**En kassaplats
i din ficka.**

Från 325kr/mån

FORM ON FACEBOOK
**Kassasystemet för dig
oavsett vad du serverar**

Book Now


 Like  Comment  Share

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Snabbare service. Och nöjdare kunder med Ancon BLAST.
Ancon BLAST är en komplett kassaplats i fickformat, perfekt för dig meduteservering och som vill erbjuda snabb service.

- ✓ Starta notan
- ✓ Ta upp beställning
- ✓ Bonga till köket
- ✓ Splitta notan?
- ✓ Ta betalt
- ✓ Skriv ut kvitto

Varför krångla till det? Få nöjda kunder och personal - have a summerBLASTwith Ancon.



**Have a summer
BLAST with**

ANCON

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Boka en gratis demo!
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Book Now

CAMPAIGN KPI'S

5 months of cooperation



CTR

↗ **311 %**
1.94 ↗ **6.05 %**
CTR



CPL

↘ **62 %**
SEK 369 ↘ **SEK 230**
CPL



LEADS

↗ **83 %**
267 ↗ **488**
Total Leads

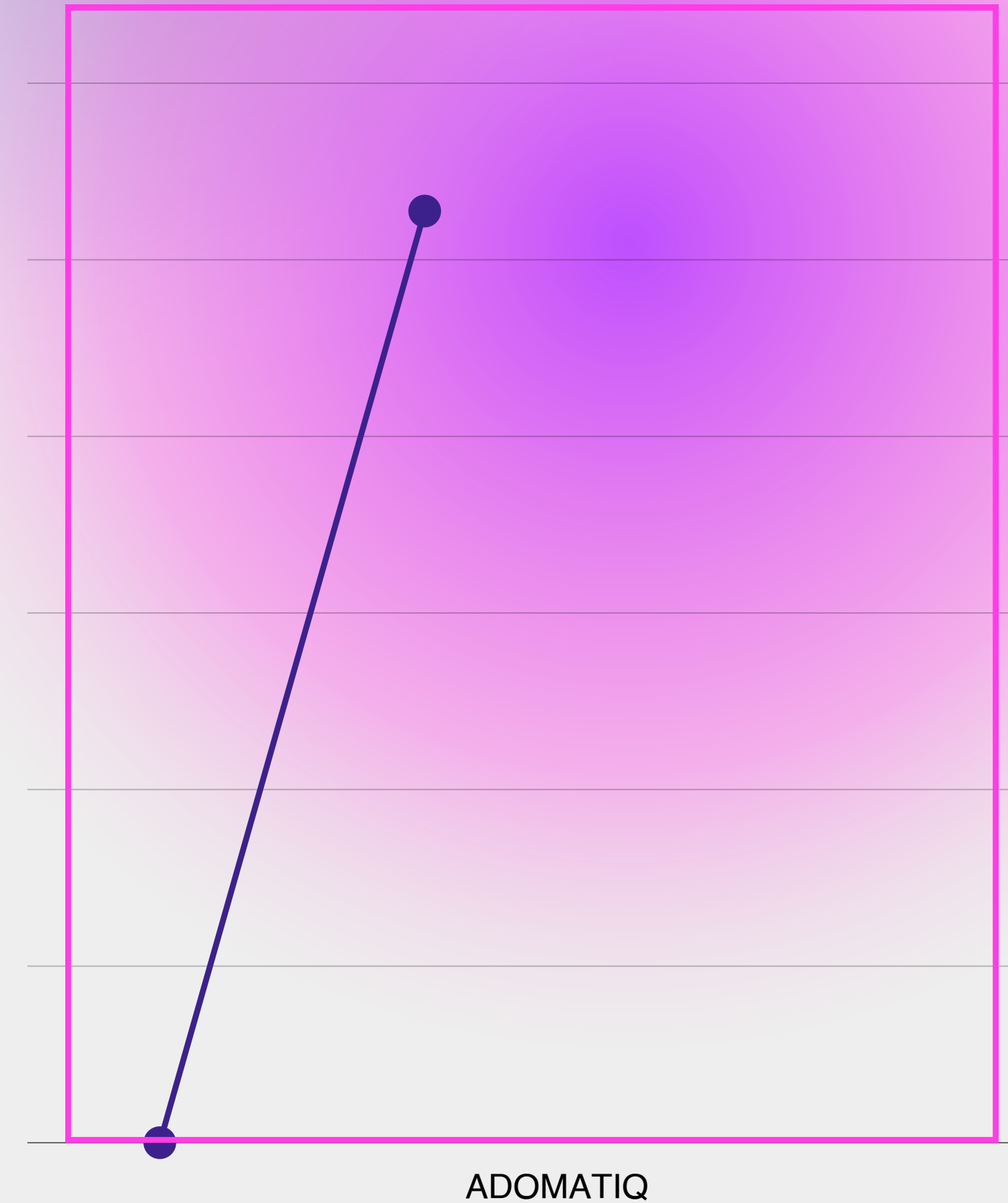
BUSINESS GROWTH

TOTAL LEADS --> 267 TO 488 IN 5 MONTHS

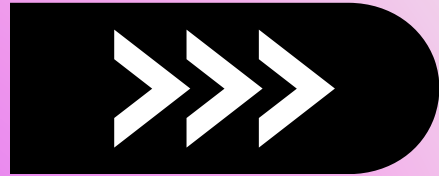
✦ Despite starting off with a whole new brand identity we were able to scale the business and maximize the return on ad spend getting 488 warm leads within 5 months of cooperation.

Key Points:

- Consolidated campaign structure
- Good budget and optimisations
- ✦ • Brand (well known brand)
- Testing different audiences
- Preparing sales oriented and clear advertising content (ad copies, images, videos)



CLIENT TESTIMONIAL



“We are incredibly pleased with the collaboration with Adomatiq, they are incredibly responsive, professional and deliver a very good service without long binding times.”

Christofer Skoogh, Ancon

REACH OUT TO US FOR ANY QUESTIONS.



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WEBSITE

<https://www.adomatiq.io/>



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SoMe MARKETING