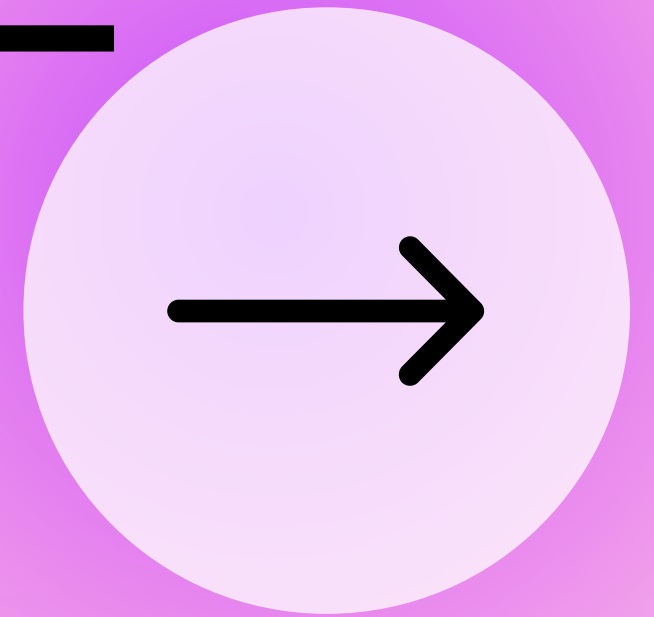
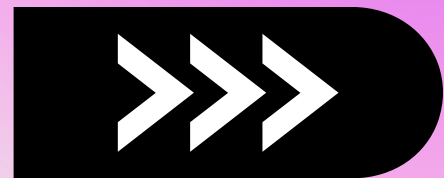


# RESTAURANT CASE STUDY META



# ABOUT CLIENT



Nuva Pizza brings the authentic taste of Neapolitan "cloud pizza" to Leipzig and Augsburg, Germany. Inspired by the innovative spirit of modern pizza makers in Naples, Nuva crafts culinary masterpieces following traditional Neapolitan recipes. Their pizzas feature a dough so airy and light that they affectionately call it "cloud pizza." Beyond serving exceptional pizzas, Nuva aims to inspire individuals to pursue their own paths and realize their dreams, much like the pioneering pizzaiolos of Naples.



ÜBER UNS

TISCH BUCHEN

RESTAURANTS

SPEISEKARTE

EVENTS

GUTSCHEINE

JOBS



Inmitten der schillernden Farben des Mittelmeers entdeckten wir in Neapel eine Generation moderner Pizzabäcker, drauf und dran sich mit ihrer eigenen Pizza einen Namen zu machen. Beeindruckt von ihrer Ambition und ihrem Mut zur Selbstverwirklichung, wussten wir:

**Dieses Gefühl brauchen wir auch**



# SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• Authentic Neapolitan "cloud pizza" offers a unique, high-quality experience.</li><li>• Strong brand identity focused on craftsmanship and inspiration.</li><li>• Prime locations in vibrant cities like Leipzig and Augsburg.</li></ul>	<ul style="list-style-type: none"><li>• High cost per click</li><li>• Low CTR</li><li>• Market competition;</li><li>• Niche appeal may limit broader customer reach.</li><li>• Limited locations and brand recognition outside current markets.</li></ul>	<ul style="list-style-type: none"><li>• Retargeting strategies;</li><li>• Dynamic Ads &amp; sales funnel strategies with attractive offers for BOF,</li><li>• Growing demand for authentic, artisan cuisine.</li><li>• Sustainable practices and events to engage customers.</li></ul>	<ul style="list-style-type: none"><li>• High CPM in this market;</li><li>• Ad testing phase costs;</li><li>• Tracking and Meta attribution inaccuracy;</li><li>• High competition in the pizza market.</li><li>• Economic downturns may impact premium dining.</li></ul>

# KEY STRATEGIES IMPLEMENTED



## → **Retargeting**

- Re-engage website visitors and past customers using Custom Audiences and Dynamic Ads showcasing personalized pizza options.

## → **Sales Funnel Ads**

- Campaigns highlighting authentic Neapolitan pizza.
- Testimonials, behind-the-scenes videos, and engaging content.
- Offers like dinner packages


## → **Artisan Cuisine Focus**

- Showcase fresh ingredients and authentic pizza-making through visually appealing Ads.

# ADS

**Nuva.pizza**  
Sponsored  
Library ID: 1279584289858596

Sucht ihr den perfekten Ort für eine Feier? 📍 Im Nuva sind wir die Experten für unvergessliche Events mit Freunden und Familie – ob Jubiläum oder Weihnachtsfeiern. Sichert euch jetzt euren Termin und lasst uns gemeinsam feiern! 🎉



0:04 / 0:57


Bucht eure Gruppenveranstaltung im Nuva – perfekt für Jubiläen, Weihnachtsfeiern und...  
Barfußgässchen 12, Leipzig

[Book Now](#)

This ad has multiple versions ⓘ 1 of 2

**Nuva.pizza**  
Sponsored  
Library ID: 3884813345096832

Lust auf einen Hauch Italien? 🇮🇹 Bei Nuva genießt du authentische Pizza mit den besten Zutaten. Von klassischer Margherita bis zu neuen Kreationen – wir haben alles, was du brauchst. 🍕

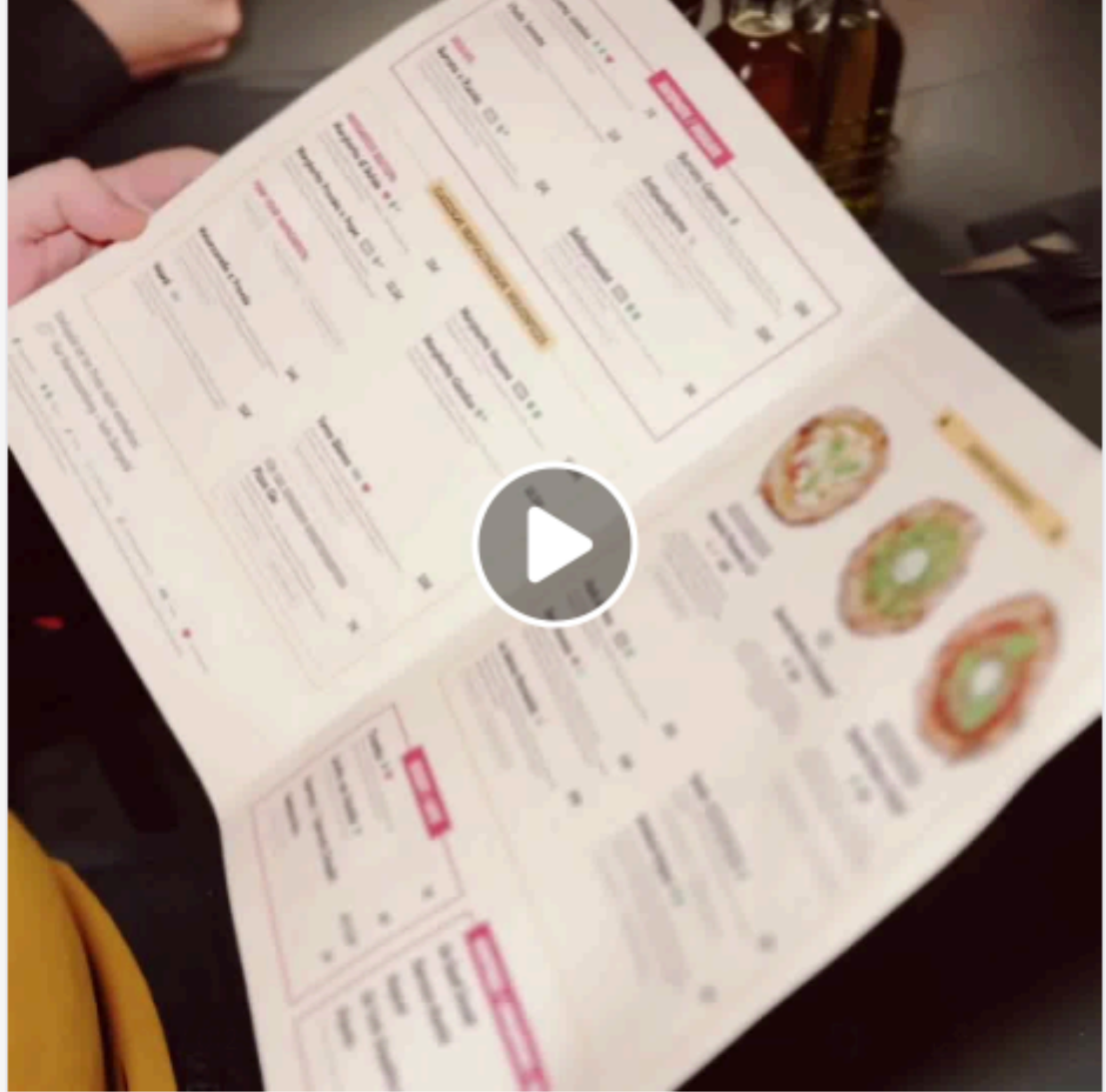


WWW.SEVENROOMS.COM  
Entdecke unsere Speisekarte und reserviere noch heute deinen Tisch!  
Barfußgässchen 12, Leipzig

[Book now](#)

**Nuva.pizza**  
Sponsored  
Library ID: 447608247943793

🍕 Lust auf Pizza? Unser Jubiläumsspecial ist da! Sichert euch unsere beliebte Wolkenpizza Margherita und einen hausgemachten Eistee für nur 12 €! Schnell reservieren und genießen – im Nuva Leipzig! ✨

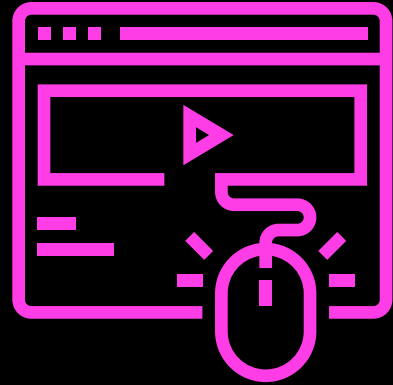


Nuva Jubiläumsspecial: Pizza Margherita & Eistee für 12 €! Gleich reservieren!  
Barfußgässchen 12, Leipzig

[Learn More](#)

# CAMPAIGN KPI'S

5 months of cooperation compared to previous 5 months.



**CTR**

**IMPROVEMENT**

↗ **85,11 %**

4.03% ↗ **7,46 %**

Click Through Rate



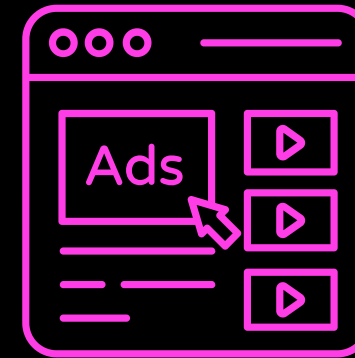
**CPC**

**IMPROVEMENT**

↗ **60 %**

EUR 0,45 ↘ **EUR 0,18**

Cost Per Click



**CLICKS**

**IMPROVEMENT**

↗ **59,11 %**

20 577 ↗ **32 741**

Total Clicks



**AD SPEND**

**IMPROVEMENT**

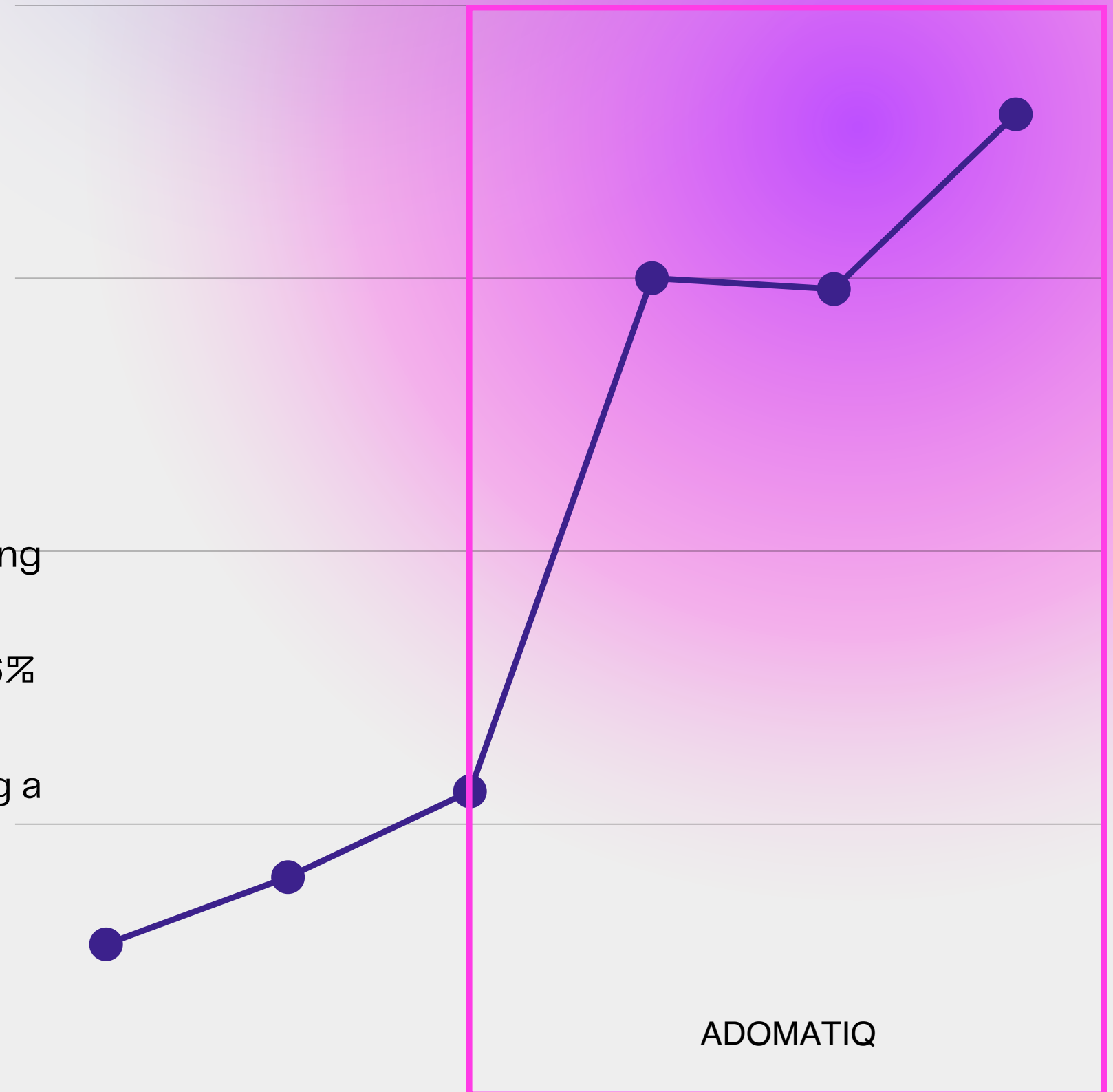
↗ **36,36 %**

EUR 9 192,43 ↘ **EUR 5 849,96**

Ad Spend

# BUSINESS GROWTH

- ✦ Our Performance Campaigns for NUVA showcased significant improvements across key performance metrics:
  - Cost Per Click (CPC): Increased click value with CPC improving by 85.11%.
  - Click-Through Rate (CTR): Enhanced engagement with a 7.46% CTR, up from 4.03% (+85.11%).
  - Total Clicks: Achieved 32,741 clicks, up from 20,577, reflecting a 59.11% increase in audience interaction.
  - Overall Spend: Optimized ad spend, reducing total costs from EUR 9,192.43 to EUR 5,849.96 (36.36% improvement).
- ✦ These improvements demonstrate the effectiveness of refined targeting, creative optimization, and strategic budget allocation, driving both cost-efficiency and engagement.



# REACH OUT TO US FOR ANY QUESTIONS.



## **EMAIL**

info@adomatiq.io



## **WEBSITE**

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



AdomatIQ

PERFORMANCE MARKETING