

Client:

Since 2001 LAbite has been the leader in reliable restaurant delivery, connecting consumers with over 1,700 Southern California restaurants and hundreds of professional drivers.

Challenge:

LABite had worked with numerous SEM agencies prior to Metric Theory, but had never been able to grow the channel while maintaining a profitable cost per conversion. *“Aside from cutting inefficient spend to become profitable, we had ambitious growth goals and needed a partner who we could trust to implement a strategic plan to grow our account and help us enter new markets”* says **Jennifer Kim, Marketing Manager for LAbite.**

Solution:

Metric Theory's team analyzed performance data by zip code, day of week & device in order to better understand which segments of LAbite's target audience were most profitable. The team launched new campaigns with a sophisticated Keyword Match Type Strategy in order to maximize impression share on devices and zip codes that drove the strongest profitability. Metric Theory also leveraged Kenshoo's Portfolio Bidding Algorithms to increase the volume of clicks and conversions from high performing keywords across the entire account. Detailed reporting allows the team to easily view which neighborhoods and restaurants are driving the most revenue for LAbite.

Results:

When comparing a 7-month timeframe Year over Year, LAbite saw a **163% increase** in paid search revenue, a **200% increase** in mobile revenue, and **133% increase** in conversions.

LABite

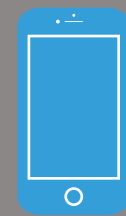
Your food is on the way



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