

How SCOUT Helped This Restaurant Grow With Confidence

CONCEPT
Pizza Franchise

LOCATIONS
152 Locations



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VP of Business Development

This family-owned pizza franchise couldn't have asked for a better start. One of the biggest global QSR chains called them and said they were the best pizza company that they'd seen – based on both product and culture – and offered to buy the company. The pizza franchise accepted, and the QSR parent company began an aggressive national rollout of the brand.

But a few years later, the QSR parent company's stock price plunged and the company realized it needed to concentrate on its core business. The pizza franchise was sold back to the original owners, who refocused the brand on traditional markets and began steadily preparing for growth.

SCOUT: From Real Estate to Marketing

The pizza franchise originally turned to Buxton's location intelligence application SCOUT as a resource to aid their real estate department. However, they soon realized that by enhancing the tool with a layer of customer information, SCOUT could move beyond the real estate department to the marketing department.

“The customer layer – the ability to load that in – has just been tremendous. It has helped us focus our local store marketing,” said the company’s VP of Business Development. In the competitive pizza industry, understanding your customer is crucial. No one wants to invest in marketing initiatives when they don’t know where the money is going.

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VP of Business Development

As the old saying goes, 50% of the money you spend on marketing works – you just don’t know which 50%. But the VP of Business Development said, “When you have this Buxton program, we feel that we can say we know where 75% of our money goes.”

Using SCOUT to Support Franchise Development

Buxton also tailored SCOUT for the company’s franchise sales initiatives. The VP of Business Development used SCOUT to show potential franchise owners their markets.

Having the data to show potential franchisees how successful they can be in their respective markets became a key selling point in his pitches. “I spend an hour showing them this tool and how we use it, then they’re ready to sign,” he said.

Once part of the pizza franchise family, franchisees received training on how to use SCOUT to take advantage of its data and information. SCOUT was so well received by the franchisees that many of them hired marketing professionals to act on the reports generated from the platform.

Learn More About SCOUT

To learn more about how Buxton’s SCOUT application can help your brand identify markets for growth, optimize marketing, and sell more franchises, contact Buxton today.

Contact us to learn about our marketing intelligence solutions.