



CASE STUDY: SLICE

Slice, an all-in-one ordering and marketing tech platform for local pizzerias, used Decibel to increase sales by 14% with a 6.4X ROAS in just 6 weeks.

SLICE: 6.4X ROAS FOR NATIONAL BRAND RUNNING LOCAL TARGETED AUDIO ADS

NEEDING MORE DOUGH

It's a problem thousands of local restaurants face. Menlo Pizzeria in Edison, N.J. needed more pizzas going out the door - and more cash coming in. And they were tired of seeing a big chunk of their revenue snapped up by big delivery apps & their bloated fees.

That's why Menlo partnered with Slice, an all-in-one ordering and marketing tech platform for local pizzerias. As a part of their marketing strategy, Slice rolled out hyperlocal Decibel audio ads targeting area codes near, and around, the shop.

It was an effective one-two punch. Their campaign drove customers to order from Menlo, and encouraged them to do so using the Slice platform. The result? A major bump in orders for the restaurant, and more people downloading the Slice app - a win for both parties.

HERE'S THE AUDIO AD THAT MADE THE DIFFERENCE:

sound of telephone busy signal That is not the sound you want to hear when you're hungry for pizza! But let's face it, everyone in Edison knows that Menlo Pizza has some of the tastiest food around. That's where the Slice app comes in. We partner with them, so YOU can order in a tap. And, when you support independent shops like Menlo, Slice rewards you with free pizza. So skip the phone call - order on the Slice app. You'll even get \$10 off your first order with code: TASTY. That's \$10 off with code: TASTY. Restrictions apply.

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THE SOLUTION

Decibel was the perfect option for a national brand, like Slice, that was looking to promote their services and gather more sign-ups for their app. More than 17,000 independent pizzerias have partnered with Slice, and more join the ranks every day. Over a 6 week period, Slice's marketing team ran audio ads for 20 pizzerias - resulting in a 14% increase in orders across those locations.

Decibel's simple-to-use platform allowed Slice to easily run unique ads for each of these pizzerias. And in doing so, Slice was able to use Decibel's advanced targeting to reach a different location and audience with each campaign. Each ad ran on Spotify, Podcasts, and Digital Radio - and Slice was able to track each campaign's performance, thanks to Decibel's powerful conversion pixel and advanced analytics.

THE RESULTS

Audio ads helped move the needle in a big way across all 20 pizzerias. In the 6 weeks the ads ran, orders and revenue both jumped 14%. At the same time, pizzerias that didn't have audio ads running saw less than a 2% bump in orders - and only 3% more revenue.

Slice spent \$7,800 on their Decibel campaigns over a 6 week period. The audio ads they ran drove more than \$50,000+ in revenue - a 6.4X ROAS. On average, spending about \$65 a week per pizzeria drove more than \$2,500 in additional total revenue at each location.