

Lou Malnati's Restaurant Drives 30% Revenue Gain As Predicted by BrightEdge Opportunity Forecasting

THE OPPORTUNITY

Lou Malnati got his start in the 1940's working in Chicago's first deep dish pizzeria. He took his pizza expertise to Lincolnwood, a northern suburb of Chicago, where he and his wife Jean opened the first Lou Malnati's Pizzeria on March 17, 1971.

Lou Malnati's has 50 physical locations and a booming national ecommerce business shipping the country's leading deep dish pizza from TastesofChicago.com. During the evaluation cycle with BrightEdge, Kerri Phillips, digital marketing manager, focused strongly on the Opportunity Forecasting prediction and the Share of Voice analysis in the fiercely competitive Chicago deep-dish market.

THE SOLUTION

"Originally what sold us on BrightEdge was Opportunity Forecasting and Share of Voice, and they showed us what investing in SEO could do for us," Phillips says.

"We have really focused on local SEO for the restaurants to improve how we get the right restaurant to show up when customers are searching for one or arranging a delivery. The biggest local effort was the downtown Chicago campaign, where competition is fiercest. We plugged in our competitors and looked at what they were doing and where were our opportunities and started optimizing. And BrightEdge has been a key part of that."

THE RESULTS

LouMalnatis.com and TastesofChicago.com have both seen a 30% revenue increase in both the restaurants and the ecommerce business. They have beaten every goal they set.



Kerri Phillips
Digital Marketing Manager
Lou Malnati's



“BrightEdge Opportunity Forecasting has been dead on. We have beat every goal we set two years running.”