



Google whets restaurant booking site's appetite for mobile advertising



Objectives

- Promote the company's mobile site and Android, iPhone and Windows Phone apps
- Increase the number of restaurant bookings

Approach

- Used AdWords search and display ads to target users across devices
- Targeted iPhone and Android devices specifically with in-app display ads

Results

- 10 per cent of visitors arrive via the mobile site
- 15,000 covers per day
- AdWords sales up 20 per cent due to targeting mobile users
- Total earnings up by 1.5 per cent as a result of in-app advertising

LaFourchette was established in 2007, shortly followed by its website, LaFourchette.fr in 2009. The online site allows diners to reserve their favourite restaurant tables online. It books over 15,000 covers a day in 10,000 restaurants throughout France, Spain and Switzerland, and negotiates special deals that benefit everyone involved: restaurants fill seats that would otherwise remain empty, and customers receive discounts on their bills.

Mobile advertising is a major item on LaFourchette's menu

With statistics showing that 85 per cent of mobile Internet users use their smartphones to obtain information about local services, being part of the mobile market is very important to LaFourchette. A dedicated in-house team launched the company's first iPhone app in April 2011, followed by Android and Windows Phone apps. Its mobile site went live in April 2012, and already some 10 per cent of visitors arrive via this route, accounting for 25 per cent of bookings.

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— **Cyndra Volny-Anne, search engine marketing manager.**

La Fourchette uses AdWords search, display and in-app ads to promote downloads of their apps and attract users to their mobile site. AdWords campaigns account for 15 per cent of Android downloads, and the company also uses sponsored links, natural referrals, affiliate marketing, partnerships and display ads. Mobile accounts for 10 per cent of its total marketing budget.

"Display ads in mobile applications are just as easy to use as the rest of AdWords," says Cyndra Volny-Anne, LaFourchette's search engine marketing manager. "They allow us to target iPhone and Android users more effectively."

“We’ve had an excellent return on our mobile advertising.”

— Anthéa Quenel, buying manager.



lafourchette.com mobile site



Mobile Ads app extension

Mobile advertising has mouthwatering results

Mobile advertising has been a big success, agrees buying manager Anthéa Quenel. “It’s increased our total earnings by around 1.5 per cent, and it’s also increased our conversions and return on investment. We now get a very high level of conversions from mobile and we’ve had an excellent return on our mobile advertising.”

The company plans to continue using AdWords, and make increased use of in-app display advertising by adjusting bids and creating new ads. It also intends to provide an even better quality of service by offering improved versions of its apps.

