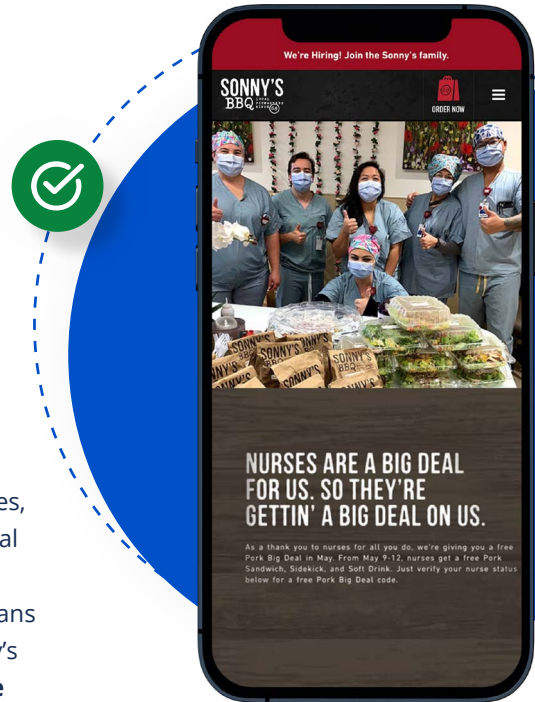




Over 200M impressions served and a 38% boost to new customer acquisition

# How Sonny's BBQ Leveraged ID.me's Technology to Support their National Nurses Week Campaign

Sonny's BBQ may be known for its delicious slow-cooked BBQ, amazing sides, and sweet tea, but Sonny's also has a long history of giving back to their local communities and putting others first. The company has run a number of promotions in the past honoring hometown heroes like teachers and veterans with free meals throughout the calendar year. As Montana Coleman, Sonny's BBQ Senior Manager of PR and Communications tells it, **"These groups are really near and dear to us as a brand. They're also really important to our franchisees and our local communities. We think it's really important to celebrate and recognize those here that are out there on the front lines. And it's one of the ways that we spread the spirit of barbecue and we help give back to our communities."**



### The Problem

Before working with ID.me, Sonny's BBQ was having trouble extending offers to key communities without fear of discount fraud and abuse. Montana explains, **"We were having trouble inside the restaurant verifying whether or not folks were actually who they said they were."** The onus of verification was on the servers and staff at each individual location, of which there are nearly 100 nationwide.

Sonny's BBQ needed a better way to verify their customers for special offers like a free Big Pork Deal meal and ID.me was able to provide that solution for them. With the zero-party data earned from the campaign, Sonny's BBQ can now drive home loyalty with personalized messaging and promotions to verified nurses throughout the year, without putting any burden on their individual restaurant locations.

**"We were having trouble inside the restaurant verifying whether or not folks were actually who they said they were."**

*-Montana Coleman, Sonny's BBQ Senior Manager of PR and Communications*

## There were two key factors to why Sonny's BBQ decided to partner with ID.me to support their Nurse Appreciation Week campaign.

1



### Taking the verification burden off of the Sonny's BBQ team members.

- ▶ Montana says, **"One of our goals was the operational ease for our operators and the team members in the restaurant. With ID.me, we were able to take that off their plate so that they didn't have to verify [individuals]."**
- ▶ Peter Frey, Chief Brand Officer at Sonny's further clarifies that before ID.me, Sonny's BBQ restaurants **"Were forcing them [the employees] to make the [verification] call versus [working with] ID.me allowed us to take the burden off them."** This not only saved employees from any uncomfortable situations where they had to deny someone a free meal, but also freed up their time to focus on their main job – delivering amazing food and outstanding service to their local communities.

2



### Growing the Q Crew Rewards Program membership base.

- ▶ One of Sonny's BBQ's key measures of success was whether ID.me could also serve as a customer acquisition tool to engage more pre-verified nurses. With ID.me, Sonny's BBQ was able to enroll verified users into the Q Crew Rewards Program with a few clicks of a button. By doing so, Sonny's BBQ has valuable zero-party data they can act on in the future to deliver a more personalized customer experience.
- ▶ Montana explained, **"For us, it was really important to be able to get the data on ID.me verified users and add them to the Sonny's BBQ Q Crew Rewards Program. Ultimately, we want to be able to segment the different groups within Q Crew to better personalize offers for them in the future – ID.me has really been able to help us with that piece. I think what's also really appealing about ID.me is the fact that you already have a large database of people that we're able to directly market to that are in alignment with the groups that we're ultimately trying to resonate with – first responders, nurses, and the military."**



ID.me was able to quickly and easily set up the verification process with Sonny's to allow nurses to pre-verify for their free Big Pork Deal. Sonny's launched the promotion and opened pre-registration on April 29th with the offer valid for in-store redemption from May 9th to May 12th.

## The Success

Using a multichannel marketing approach of social media, paid social, influencer partnerships, e-blasts, PR outreach, as well as emails to ID.me's pre-verified nurse audience, Sonny's saw better-than-expected engagement with their offer. From Montana, **"On the social side of things, this was the highest performing campaign that we've seen to date for our Random Acts of BBQ campaign specifically. It had the highest reach and engagement across our social channels – so that was great! For the emails that we sent to the registered nurses, we saw that unique open rates nearly doubled. And then the unique click rates quadrupled."** Peter leaves us with the key learning, **"The fact is, this campaign showed us that when you start segmenting a message to the intended target, you're gonna see dramatic increases in brand engagement."**



## Here's what Sonny's BBQ team saw:

>3,700

New-to-file customers (in the span of two weeks) – 38% new customer acquisition

~34,000

Engagements on social media of which 93% of comments were positive – including ~1k comments on Facebook of nurses tagging other nurses

52

Mentions in the media, including Thrillist, USA Today, Parade, Nurse.org, and more

>200

Million total impressions

One of the best things was that the Nurse Appreciation Week campaign increased traffic to each location. As Peter tells it, **"We saw a lift in the business those days ... we saw momentum picking up every single day throughout the campaign."** And in terms of redemptions, Montana tells us, **"We had about 4,600 redemptions. So it worked out to be 48% of the nurses who we have verified actually redeemed their offer. That was a pretty strong number."**

## The Future

When asked what she would say to someone considering using ID.me for Community Verification or exclusive promotions Montana's reply was, **"I would say do it. We've had a really great experience working with you all so far. Everybody that we've worked with has been amazing. They've been able to answer all of our questions or get us whatever information that we're looking for very quickly. It's helped us streamline these programs that we hope to do. And it's allowed us to segment our database and add and grow it as well. So, it's been a great program so far."** Now that is a big porking compliment.



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