



CASE STUDY

M/A/R/C® guided insights for a popular restaurant's two new limited time offers using ASSESSOR® with Price Optimization.

THE CHALLENGE

Our client wanted to extend its menu by adding new items to attract new patrons and address the need for convenient mid-day snacking options. It was critical to measure the sales potential for two LTOs under consideration and determine the optimal price point for each to maximize volume.

Our client turned to us to:

- Estimate sales during LTO window
- Quantify incrementality
- Measure interest among current customers and non-customers
- Gauge pricing impact on volume opportunity

THE SOLUTION

M/A/R/C®'s validated **ASSESSOR®** sales forecasting system with **Price Sensor** analysis offered the ability to estimate sales with optimal price during the LTO window.

Willingness to Act >>

Connection >>

Value Delivery >>

Differentiation >>

Competitive Strength >>



ACTIVATION POTENTIAL



THE RESULT

Projected unit sales per week were provided for each concept. One of the two LTOs generated strong Activation Potential among patrons and was more effective at drawing in non-patrons. Comprehensive diagnostics identified opportunities to enhance marketing strategy.

We'd love to share more!

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