

## How Tartine Grew Their Online Ordering Business with Automated Marketing

**\$160K**

Saved on Third-Party Commission Fees in First 5 Months\*

**11K**

Orders Placed Across Six U.S. Locations Over the Same Period

**\$123K**

Revenue Generated From Marketing Automation in First 2 Months

“ SevenRooms gives us the tools to completely own and manage the guest experience both in-person and online. In a world where off-premise is the majority of our business, their end-to-end platform gives us insight into who is ordering, what they’re purchasing and when they do so. The benefit is twofold, helping us eliminate ordering fees all while maintaining ownership of our guest data to jumpstart our marketing efforts. ”

**Jillian Ressler,**  
VP of Brand, Tartine

Since opening in 2002, Tartine has grown from a neighborhood bakery in San Francisco's Mission District to an internationally recognized brand with 13 locations between California and Korea. As they have grown, online pickup and delivery has accounted for an increasingly larger portion of their overall revenue. With this in mind, they decided to explore online ordering and marketing solutions that allow them to meet the changing needs of their clientele while continuously keeping them engaged with the Tartine brand.

**SevenRooms' unique technology offering was able to help them address both goals through:**

- / Direct, commission-free online ordering
- / Ownership of their brand and customer data
- / Marketing automation

### Eliminating Fees For Direct Online Orders

Tartine incorporated SevenRooms' white-label online ordering widget on their website, Google listings, emails and Instagram profile. Guests could now place direct online orders through those owned online channels. As a result, Tartine was able to avoid the fees associated with third-party delivery channels, resulting in a cumulative savings of \$160,000 over the first five months of working with SevenRooms.



## Getting a 360° View Of Every Guest

With point-of-sale diner spend and historical data feeding into SevenRooms' robust CRM database, Tartine was able to gain a comprehensive view of every guest coming through their online ordering channels. Having this client data at their fingertips allowed for hyper-targeted marketing initiatives, resulting in higher open and click-through rates and, ultimately, more repeat business, more often. Now fully engaged with their online customers, Tartine saw over 11,000 orders placed in the first five months.

## Stronger Guest Engagement

In its nearly twenty-year history, Tartine had never before offered discounts. However, by utilizing SevenRooms' marketing automation tools, they learned that coupon codes provided a valuable new opportunity to surprise and delight their clientele. These automated campaigns created additional guest touchpoints: thanking repeat customers and re-engaging those who hadn't visited in a while. As a well-loved local business, these efforts enabled Tartine to drive increasing brand equity and awareness, while generating over \$123,000 of incremental revenue within the first 2 months, accounting for 3,966 additional orders.

*\*Estimate based on average 30% commission fees charged by third-party delivery channels.*

**Ready to increase repeat business?**

Reach out today to [schedule a demo](#).

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