



About the company

YumTable is a platform that lets its users search for restaurants and book tables with instant confirmation through a mobile app or browser, in addition to offering discounts in a wide range of Australian restaurants.

The Challenge

YumTable was launched in 2014 and brought a new brand and concept to the market. Though similar companies were present in the USA, this offer was new to Australians and YumTable had the challenge of educating a large market.

When adCore took over the online activity, it showed the current situation of YumTable: non-targeted traffic focused on restaurant reviews, menus and general information. To focus the searches and deliver high quality converting traffic the campaigns needed to be rebuilt.





The Solution

Using the adCore software, the team put together more robust campaigns for YumTable. The new campaigns were built to constantly update with long-tail keyword and targeted ads that would reach above average click through rates.

To achieve the best results, the new campaigns were added to the account in addition to the existing campaigns. The objective was to slowly migrate the campaigns, as opposed to pausing already converting traffic with history and quality score. This allowed us to compare results of the two different campaigns types.

The Results | April '15 vs. July '15

After four months of management by the adCore experts, the results were impressive. The manually built campaigns had nice growth in both Conversion Rate and total number of conversions. The campaigns that were done using the adCore software showed even more extraordinary results:

