

Case Study: Scaling Digital Growth for a Global Restaurant Giant

The TL;DR: I managed the complex US digital presence for a world-renowned QSR (Quick Service Restaurant) brand. By building better systems and cleaning up fragmented data, I ensured thousands of locations stayed profitable during a major technical transition, achieving zero downtime and consistent monthly growth.

1. The Challenge: Managing the "Machine"

Managing marketing for thousands of locations is a balancing act. The brand had a massive, rigid global framework that couldn't be changed, but the local data was becoming "messy."

- **The Goal:** Keep the "machine" running at peak efficiency while navigating strict corporate rules.
- **The Hurdle:** Thousands of locations meant thousands of data points were being lost or mismanaged, risking millions in potential revenue.

2. The Solution: Precision & Stewardship

Instead of trying to reinvent the wheel, I focused on Operational Excellence. I acted as the bridge between complex technical algorithms and the client's bottom line.

- **Hyper-Local Targeting:** I mapped out specific keywords for high-traffic areas to make sure ads reached people exactly when they were hungry.
- **The "Safety Net" Strategy:** To prevent any loss in sales, I ran "parallel tests." We kept the old systems running while slowly rolling out optimized updates in priority regions.
- **Data Integrity:** I consolidated fragmented metrics into a "single source of truth," so the client always knew exactly what was driving their Return on Ad Spend (ROAS).

3. The Results: Stability at Scale

By focusing on the "boring but essential" work of system maintenance and data cleaning, we turned the US market into a model of stability.

- **Zero Revenue Loss:** We transitioned the entire account structure with zero "red" months.
- **A Blueprint for Growth:** Created a "plug-and-play" process for new franchisees, ensuring they can see immediate foot traffic the day they open.
- **Reliable Performance:** Delivered steady, month-over-month growth by refining existing systems rather than increasing overhead.

The Bottom Line

Our work continues to prove that meticulous management and technical precision are the most reliable ways to protect a brand's revenue and fuel national expansion.