

# Restaurant Social Advertising

Q2 2023

Benchmark Report for  
QSR Franchise Marketers



# Introduction

Quick Service Restaurant (QSR) franchises stand on the brink of remarkable expansion. The International Franchise Association forecasts promising growth of 2.5 percent in the QSR space for 2023, with franchise units surging along with an associated boost in employment.<sup>1</sup>

Yet within this air of optimism, this burgeoning sector faces daunting challenges for local operators: labor shortages gnaw at recruitment, rising costs from inflation threaten profit margins, and, most notably, the very growth fueling the industry simultaneously intensifies competition at the local level, underscoring the need for precise and adaptive strategies.

Local social advertising, particularly through Tiger Pistol, provides a potent, cost-effective solution to the challenges faced by Quick Service Restaurants.

<sup>1</sup> IFA 2023 Franchising Economic Outlook



# Introduction

With Tiger Pistol, you can empower your franchisees with on-brand, on-demand social advertising that meets local business needs - from promotions to offers to recruitment, and more. Restaurants benefit directly from social ads launched from individual franchisee Facebook Business Pages.

Simple and scalable, Tiger Pistol's best-in-class technology and automation streamline paid social advertising management. Workflows built for non-marketers enable franchisees to publish and pay for high-quality, localized ads in less than five minutes. Whether you wish to work directly with your franchisees or through regional agencies, Tiger Pistol offers the flexibility to align with your local strategy.

This report explores how local social ads launched via Tiger Pistol's platform across Meta's properties decrease advertising costs. It **ensures every dollar spent is an investment in your franchisees' success.**



# Traffic Objective

Ads Launched through Facebook Ads Manager vs. Tiger Pistol





# Traffic Objective Benchmark Summary

Over five quarters, from Q2 2022 to Q2 2023, Tiger Pistol consistently demonstrated a winning edge over Facebook in cost efficiency for Traffic Objective Campaigns.



While both platforms worked to reduce their Cost Per Click (CPC), Tiger Pistol triumphed with a **9% lower** advertising cost. The consistent savings ranged from **-\$0.01 to \$0.11 per ad**, making Tiger Pistol a reliable symbol of cost-effective advertising.

Even as Facebook's CPC dipped slightly below Tiger Pistol's in Q2 2023, the overall trend strongly favored Tiger Pistol, showcasing its continuous optimization and sharp focus on advertisers' budgets.

In a fluctuating market, Tiger Pistol has proven to be a steadfast ally for QSR marketers, merging cost savings with community engagement.

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**41% ↓**  
CPC  
RESTAURANTS

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Examining the industry breakdown, Tiger Pistol delivered advertising savings for Traffic Objective Campaigns, with a **41% lower** advertising cost for the restaurant industry.

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**70% ↑**  
CTR  
RESTAURANTS

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In terms of engagement, Traffic Campaigns launched through Tiger Pistol achieved a **70% higher** click-through-rate (CTR) than those launched through Facebook Ads Manager.

For QSR marketers, these aren't just numbers; they're opportunities. They are proof that localized social advertising isn't a theoretical concept but a practical, efficient reality that enables franchisees to drive traffic to their restaurants without stretching their budgets.

# Cost-Per-Click (CPC) - All Industries

Q2 2022 - Q2 2023

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



Average CPC  
Q2 2022-Q2 2023

Facebook: \$0.78

Tiger Pistol: \$0.71



-9%

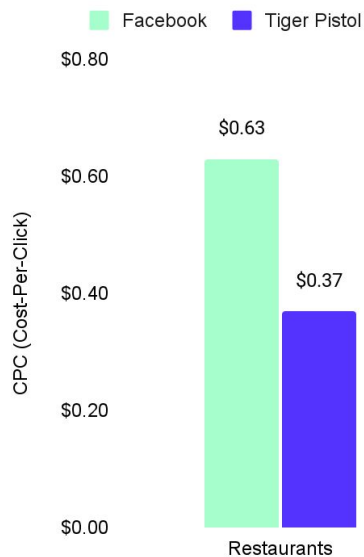
Sources: Revealbot, Tiger Pistol Internal Data



# Cost-Per-Click (CPC) - Restaurant Industry

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



Sources: Wordstream, Tiger Pistol Internal Data

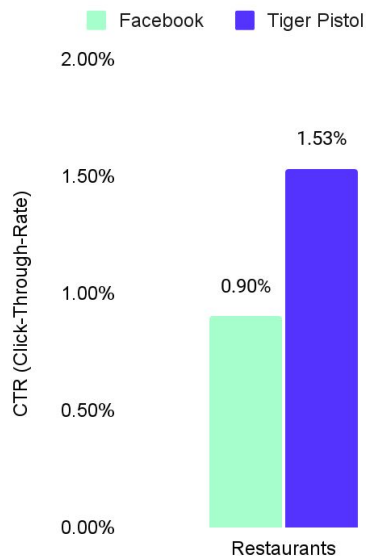




# Click-Through-Rate (CTR): Restaurant Industry

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



Sources: Wordstream, Tiger Pistol Internal Data





# Awareness Objective

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



# Awareness Objective Benchmark Summary



In examining Awareness Objective Campaigns, the competition between Facebook Ads Manager and Tiger Pistol takes on striking dimensions.



From Q2 2022 to Q2 2023, Tiger Pistol's performance shattered expectations, delivering an impressive **72% lower** cost on average. The figures reveal a trend where Facebook's CPM gradually declines from \$12.56 to \$9.37, while Tiger Pistol holds steadfast in a cost-effective range between **\$2.85 to \$3.43**.

An industry breakdown of Facebook CPMs was unavailable for comparison. However, when contrasting the Q2 2023 average Facebook CPM with Tiger Pistol's CPM for the Restaurant industry, a vivid picture of efficiency emerges.

Tiger Pistol's innovative approach to local social advertising has resulted in a staggering **67%** cost savings.

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**67%↓**

**LOWER COST OF ADVERTISING**  
RESTAURANTS  
Q2 2023

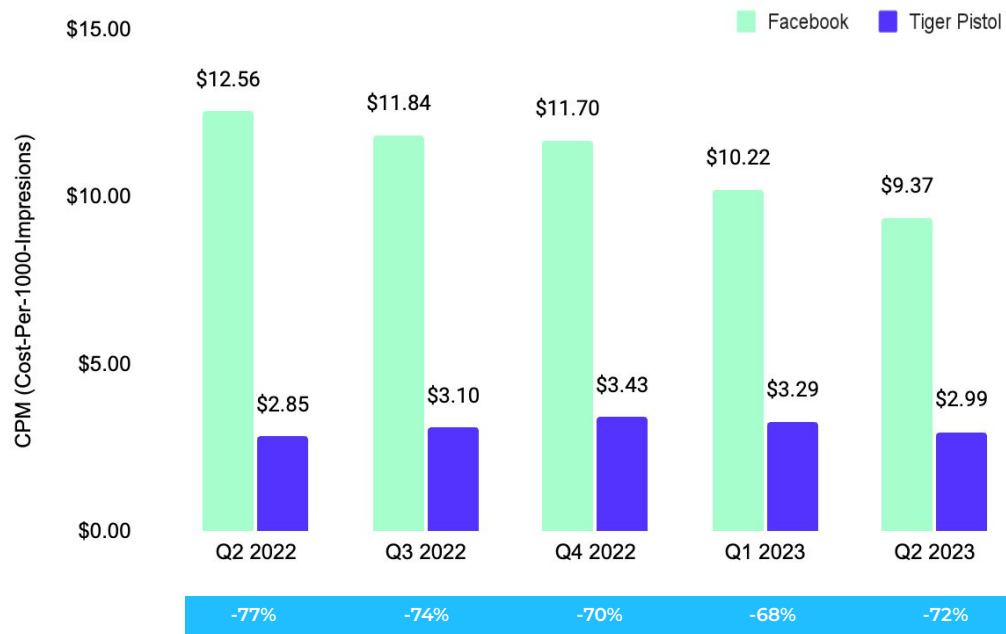
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These figures don't merely echo what is happening across the wider advertising landscape – they lead it with conviction. By harnessing the power of precise, locally targeted campaigns, Tiger Pistol empowers QSR franchise brands to amplify their franchisees' reach without inflating their budgets. The advertising costs, significantly undercutting Facebook's average CPM, underscore the advantages of local social advertising at scale.

# Cost-Per-1000-Impressions (CPM) - All Industries

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



## Average CPM

Q2 2022-Q2 2023

Facebook: \$11.14

Tiger Pistol: \$3.13



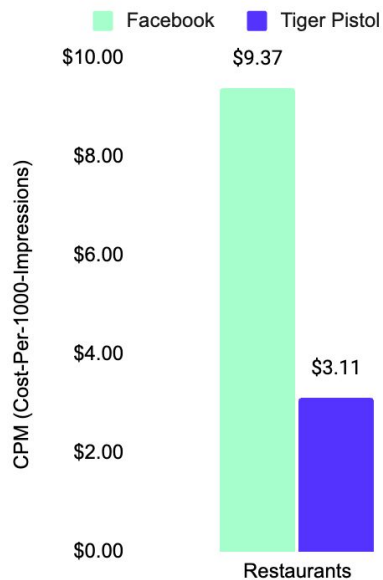
**-72%**



# Cost-Per-1000-Impressions (CPM): Facebook All Industries vs. Tiger Pistol Restaurant Industry

Q3 2023: APRIL 1-JUNE 30

Ads Launched through Facebook Ads Manager vs. Tiger Pistol



Sources: Revealbot, Tiger Pistol Internal Data



# Conclusion



# Key Takeaways

**Expansion and Challenges:** The QSR sector is poised for 2.5 percent growth in 2023 but faces challenges like labor shortages, inflation, and intensified local competition.

**Need for Adaptive Strategies:** The burgeoning industry's complexities necessitate adaptive strategies, focusing on innovations like social advertising to stay competitive.

**Local Reach:** Focusing on local social advertising allows a more targeted approach, connecting QSR franchises with their immediate communities.

**Tiger Pistol's Solution:** Tiger Pistol offers a streamlined, scalable, cost-effective social advertising solution that enables QSR franchisees to launch on-brand localized ads quickly and align with local business needs.

**Cost-Effectiveness:** Tiger Pistol consistently outperforms Facebook Ads Manager, offering substantial cost savings without sacrificing reach or quality.



# The Power of Local Social Advertising at Scale

What sets Tiger Pistol apart is its commitment to local social advertising at scale. It's not about just reaching people; it's about reaching the right people when hunger hits and directing them to the closest restaurant. It's about understanding that every local QSR franchise restaurant has a local heart, and every local heart deserves a personalized touch.

With Tiger Pistol, you're not just saving money; you're investing in an approach that understands the unique pulse of your restaurants. You're embracing a strategy that resonates with the very essence of the communities your franchisees serve.

The evidence is clear: choosing Tiger Pistol means choosing a strategy that optimizes engagement, maximizes reach, and minimizes costs.

The world of advertising is evolving, and the local landscape is more vibrant and dynamic than ever before. Connecting with the community, fostering relationships, and building trust among consumers and your restaurants, local social advertising through Tiger Pistol is not just an option; it's the answer.





# Invest in Your Franchisees' Success

Tiger Pistol makes it easy to empower your franchisees with on-brand, on-demand social advertising that:

- Meets restaurant business needs
- Drives traffic to a restaurant's unique location
- Makes social advertising easy with a workflow built for non-marketers
- Maintains brand integrity
- Bulk publishing across multiple ad accounts and Business Pages
- Centralizes disparate campaign data for comprehensive analysis



# Let's Talk.



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# Appendix



# Tiger Pistol Internal Data

Tiger Pistol, the most advanced collaborative advertising platform, makes high-performance social advertising simple and scalable for businesses and their partners, removing the barriers to customer acquisition, sales growth, and partner loyalty. Tiger Pistol utilizes best-in-class technology and automation to unite enterprise brands, resellers, and agencies with their partners to acquire and engage new customers within their local communities.

A Meta Business Partner for more than a decade, Tiger Pistol is the largest third-party publisher of collaborative social ads in the world, supporting clients in more than 25 global markets and accommodating more than 30 languages and currencies.



The Tiger Pistol Internal Data referenced in this report is based on Traffic and Awareness Objective Campaigns totalling more than \$50MM in ad spend.



# Additional Resources for Franchise Marketers

## Thought Leadership

- [Revolutionizing Franchise Recruitment: How Facebook Advertising Overcomes Labor Challenges](#)
- [If They Post a Lot, Why Do My Franchisees Need Paid Social Advertising Too?](#)
- [From Brand-Level Data to Franchisee Success: Maximizing Loyalty Program Potential](#)
- [Driving Franchisee Adoption for Local Advertising](#)

## Playbooks

- [The Definitive Guide to Paid Social Management for Franchise Marketers](#)
- [How to Scale Your Local Social Advertising with Meta's Performance 5](#)

## Tiger Pistol.com

- [Franchise Solution Overview](#)

