

Potbelly measures vendor ROI and tracks vendor behavior with MarketDial

A case study in vendor management



Overview

Potbelly Corporation, a fast casual restaurant chain known for its salads, toasted sandwiches, and baked goods, faced a pivotal decision when considering a new vendor offering aimed at personalizing promotions via third party delivery services.

Despite the potential value, Potbelly needed concrete evidence of the benefits before fully committing resources. To address this, they turned to MarketDial, a leading in-store A/B testing platform, to assess the impact of the vendor's offering.

Methodology

Potbelly leveraged MarketDial to conduct a rigorous A/B test, selecting a representative group of 25 stores to implement the vendor's offering. Control stores were matched based on entrée count via the delivery service provider as the primary metric. Transaction attributes were utilized to filter out non-delivery entrées, minimizing noise in the test results.

Between MarketDial's intuitive platform and rockstar client success team, nothing slips through the cracks. Through our partnership, we were able to quickly identify a vendor's oversight and take action, resulting in lasting improvements.

Allie Peksens, Senior Financial Analyst, Potbelly

Overview

Potbelly hypothesized that sending customized promotions to delivery service providers would increase sales.

Test Group A



Control Group B

Locations utilizing the promotions software.

Locations without the promotion software, matched to test stores based on historical entrée counts.



Results

While the test period offered promising results, Potbelly refrained from expanding to additional locations. They opted to continue to monitor store performance beyond the test period and identified a decline in lift shortly after the test concluded.

Thanks to the continued monitoring on the MarketDial platform, Potbelly was able to engage the vendor to investigate the issue, only to discover the decline in sales was attributed to manual intervention by the vendor during the test period, which ceased post-test.

With MarketDial's insights, Potbelly incentivized the vendor to automate the manual processes, and consequently, saw sales return to the testing period average, ensuring sustained benefits from the vendor's offering.

Through the strategic utilization of MarketDial's platform, Potbelly navigated the complexities of evaluating vendor offerings, ensuring informed decision-making, and maximizing ROI for their business operations.

About MarketDial

MarketDial delivers decision intelligence by automating the data science behind in-store A/B testing. Accurate test results measure ROI, enabling retailers to know on a small scale what changes will have big-scale impacts. For retailers asking, "What if," MarketDial provides answers.