

ERIK'S DELICAFÉ | CASE STUDY

171

Dinner Visits

Attributed foot traffic across
3 test locations in 30 days

200%

Search Growth

Month-over-month surge in
PMAX clicks, capturing
high-intent diners actively
searching for dinner options

2X

Creative Engagement

50% video hook rate
demolished the 25-35%
benchmark, validating UGC
content strategy

Erik's DeliCafé Shifts Dinner Behavior with Multi-Channel UGC

Objective

Erik's DeliCafé, a 28-location California chain known for fresh sandwiches and a loyal lunch following, needed to activate PM/Dinner demand without sacrificing lunch traffic. Scale Social was tasked with providing authentic social media content that could shift behavior and drive dinner traffic.

Solution

Scale Social deployed a multi-channel UGC strategy across Meta and Google PMAX, geo-targeting three locations with authentic video content. Our AI-powered creative engine transformed real food imagery into high-performing assets, capturing awareness and search traffic. The focus: change when customers visit through authentic content.

Result

All test stores improved PM/Dinner traffic while control stores declined. The multi-channel approach drove foot traffic and search visibility, validating UGC content shifts customer behavior at scale.

