



forkit
AGGREGATOR MARKETING CONSULTANTS

AGGREGATOR
MARKETING
...

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MÄDE
SIMPLE



AGGREGATOR MARKETING CONSULTANTS



**GROW
PROFITABILITY
ON DELIVERY
PLATFORMS**

WHAT WE DO?

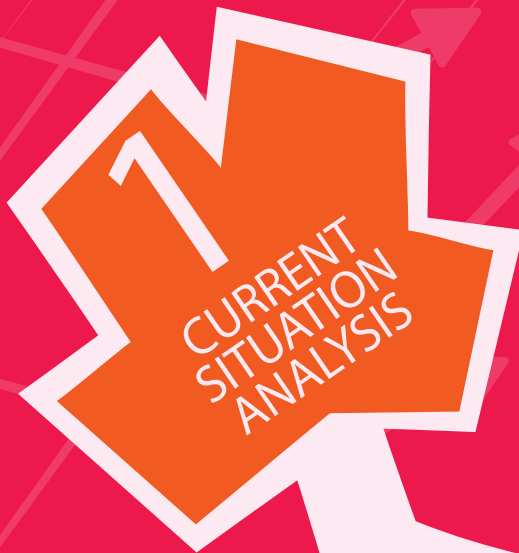
We help brands drive growth on delivery platform.

HOW WE DO IT?

By crafting a customized strategy for each brand taking into consideration all variables such as the cuisine type, target audience, price point, aggregator mix for the brand



METHODOLOGY





DISCOUNT PERCENTAGE



COST PER ORDER



GROSS SALES



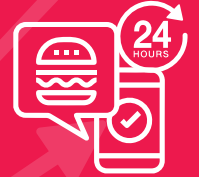
MARKETING BUDGET UTILIZATION



CONVERSION RATES



RETURN ON AD SPEND (ROAS)



AVERAGE DAILY ORDERS (ADO)



FOOD COST



BOTTOM LINE



FOUR WALL EBITA AND BRAND PROFITABILITY



NET SALES



NEW VS. RETURN CUSTOMERS



ROI



AVERAGE ORDER VALUE (AOV)



KPI'S



KPI'S WE WORK ON



GROW PROFITABILITY

AGGREGATORS MARKETING TOOLS CHECK LIST



- Featured Banner
- Exclusive Banner
- Push Notification
- Flat Discount
- First Customer Discount
- Lapsed Customer Discount
- Restaurant Picks
- Rewards
- Free Delivery
- Free Item
- Buy 1 Get 1
- Community Campaigns



- Top Banners
- Sponsored Listings
- Got Your Back
- Community Campaigns



- Premium Position (CPC)
- Featured Product
- Keywords Search
- Super Saver
- Flash Sale
- GEMS
- Flat Discount
- Talabat PRO
- Rotating Banners
- Inline Banners
- Community Campaigns

DECISION DRIVERS ON AGGREGATORS

BRAND
EQUITY

DELIVERY
TIME

PRICE

FEEDBACK
& REVIEWS

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GROW
PROFITABILITY

MARKETING STRATEGIES ON AGGREGATORS



GROW
PROFITABILITY



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