

Parker

HOSPITALITY
CASE STUDY


NISOS
PRIME


BASSMENT



COSTERA
COCINA TULUM

EST. *The* 2015
HAMPTON
SOCIAL



ABOUT PARKER

Parker Hospitality, founded by Brad Parker in 2015, is a Chicago-based hospitality group specializing in experience-driven restaurants and lounges. Known for concepts like The Hampton Social, which embraces a coastal-inspired “Rose All Day” lifestyle, and The Basement, a speakeasy-style live music lounge, Parker Hospitality blends dining, design, and entertainment to create unique guest experiences. With multiple locations across the U.S. and ambitious growth plans, the company continues to redefine modern hospitality through innovation, exceptional service, and a commitment to immersive dining atmospheres.





THE PROBLEM

No challenges listed for the previous provider. We were just tasked with increasing website traffic and reservations

Does not look like they ran paid ads before. All they ran was paid social but this may have just been boosted posts.

THE SOLUTION

We set up campaigns on Google to get them into a more competitive landscape and grab the attention of people who live nearby or visitors traveling through. We wanted to generate better brand visibility and redirect customers who may have been going to other businesses to ours - we did a great job of this by generating a good amount of phone calls and reservations.

For Facebook we wanted to generate brand visibility while also driving more traffic to our website for reservations and brand interest.

The Hampton Social in Brickell is a bit more of a competitive landscape so we are focusing on a/b testing different audiences to generate better conversion results. This is working. While we have a lower CTR, the clicks that we are getting are converting more as you can see with our low Cost Per Conversion in the spreadsheet!

Note - Typical cost per conversion in the restaurant/night life industry is \$35.35 so we are doing a great job in that area!

THE RESULTS:

FACEBOOK (DECEMBER-JANUARY)

REACH:	35,484
IMPRESSIONS:	91,040
CLICKS:	2,222
CTR:	2.44%
AVERAGE CPC:	\$0.37

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GOOGLE (DECEMBER-JANUARY)

IMPRESSIONS:	32,952
CLICKS:	544
CTR:	1.65%
AVERAGE CPC:	\$2.19
ALL CONVERSIONS: PHONE CALLS	52
COST PER CONVERSION	\$22.96

THE RESULTS:

FACEBOOK (NOVEMBER 14–PRESENT)

REACH:	30,170
IMPRESSIONS:	71,899
CLICKS:	5,140
CTR:	7.15%
AVERAGE CPC:	\$0.13



NISOS PRIME

GOOGLE (NOVEMBER 14–PRESENT)

IMPRESSIONS:	31,537
CLICKS:	1,508
CTR:	4.78%
AVERAGE CPC:	\$0.77
ALL CONVERSIONS: PHONE CALLS	38
COST PER CONVERSION	\$11.33

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