

# HOW DOORDASH PROMOTIONS HELPED PUESTO **IMPROVE CUSTOMER RETENTION AND ACQUISITION**



"We have succeeded by using promos to reach new and existing fans with exciting new menu items and customer favorites, ensuring we stay connected to our community's tastes while driving consistent growth in orders and engagement."

Alex Adler  
Co-Founder, Puesto

Promotions drive sales by enticing new customers to try your store and encourage returning customers to explore other items on your menu. They are designed to let you pick which promotions make the most sense for you; in this case, Puesto found the Spend X, Get Y promotion was particularly helpful to enhance their customer retention and acquisition.



## GET WINNING RESULTS

Puesto is an award-winning, family-owned Mexican restaurant chain with eight locations in southern California. Of customers who ordered using a promo in 2023, 35% ordered again after 60 days. As early adopters of in-app marketing, they saw the most success using the Spend X, Get Y promotion, which offers customers a discount when they reach a certain amount. This promotion helped Puesto attract new customers and retain existing ones, contributing to a 10.2x return on ad spend (ROAS) in 2023.

## FIND THE PERFECT PROMOTION FOR YOUR RESTAURANT



### **SPEND X, GET Y**

Help customers save by taking a percentage or dollar amount off their total.



### **\$0 DELIVERY FEE**

Encourage more people to place orders by covering the delivery fee.



### **COMPLIMENTARY ITEMS**

Give your customers a bonus with a free or discounted item.