

GRUBHUB

How Pizzeria L'Antica boosted orders by 15-20% with Ads*

Read how a local pizzeria stood out from the competition and boosted sales.



About

Edon Vokshi opened Pizzeria L'Antica in 2020, a local Italian restaurant serving authentic Neapolitan-style pizzas and Italian dishes in New York City.

The Challenge

"We saw a decline in orders and wanted to grow, maybe open a new location.

With people constantly moving in and out of the area and a lot of competition, it's important they know we're here and can order from us."

The Solution

"I decided to try Grubhub Ads because I believe in advertising—it **gives you exposure and keeps you top of mind.**

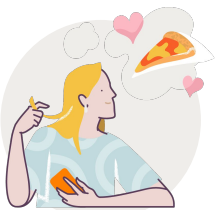
The results have been great! We're getting new customers almost every day, which is a big plus. The way Grubhub runs their campaigns is fantastic. I wouldn't change a thing."

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In New York, where there's no shortage of restaurants, you need to be in the top 10 placements to get noticed. **Since using Grubhub Ads, orders are up 15-20%.**

—Edon Vokshi, Owner of Pizzeria L'Antica

The Results of their first ad campaign using Ads**:



42,269
Impressions



\$5,596
Revenue



7x
Return on
Ad spend

Pizzeria L'Antica achieved a **7x return on ad spend**, generating \$7 in sales per \$1 spent.

Already a Grubhub partner? Access Ads today under the Marketing tab in your Merchant Portal.

*As reported by the featured restaurant during a Grubhub Ads pilot program in New York City from 6/14/24 until 7/14/24.

**Results are based on data provided by a third-party provider for the featured restaurant during the Grubhub Ads pilot program. Many factors will influence individual restaurant performance, including with respect to impressions, revenue, return on ad spend, and sales. Grubhub does not guarantee incremental sales or specific results as a result of the Grubhub Ads service.