

Franchise significantly increases number of **reviews, leads, and sales** with Vendasta

Note: The Vendasta customer in this case study has been anonymized as the “partner” or “franchise” to protect client confidentiality.

- 📍 Entertainment franchise with a wide presence across the United States
- 🏢 Experienced challenges in managing multiple vendors
- 📺 Implemented Vendasta's platform in March 2022, unifying digital tools at wholesale prices for franchisees under a single, brandable portal

Business goals

- ✅ Boost brand visibility by dominating search results
- ✅ Amplify the volume of customer reviews for enhanced credibility
- ✅ Expand business listings to reach a wider audience



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A robust online presence translates into concrete business results*



37%

**Growth in
search traffic**

Increased SEO benefits from more reviews, optimized responses, and widespread listings drive the surge in search traffic and Google prominence.



50

**Reviews on
average per store**

Individual franchisees on average doubled reviews by leveraging Vendasta's AI-powered Reputation Management and Customer Voice tools.



2.5x

**Rise in net
new leads**

Units that adopted Vendasta's solutions had 2.5 times more leads than franchisees who weren't fully utilizing the platform.



3x

**Higher profit
among new stores**

New franchisees, required to use Vendasta's tools, not only became profitable faster but also earned three times more revenue on average than mature stores.

**Time period covered = March 2022 to December 2022. Data provided by the franchise.*

Improving franchise performance with a trusted partner



"The streamlined implementation of our digital strategy through Vendasta's unified platform is a game-changer. Empowering franchise owners to use these tools gives them control over their local marketing. Plus, the exceptional service fosters a genuine collaborative partnership, making us feel truly supported."

- Manager of Franchise Operations

Most-used Vendasta products among franchisees



Reputation
Management



Listing
Distribution



Customer
Voice



SMS



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