

# Yelp Knowledge helps **a national restaurant chain** understand its competitive landscape

**About:** Global multi-brand restaurant company

**Market Segment:** QSR, Fast Casual, & Casual Dining

**Reach:** 32,000 locations (3,400 franchisees) across 70 countries

## Opportunity

The 2nd largest restaurant company in the United States was looking to understand market behavior of competitors in target expansion regions.

## Results

- Successfully launched a competitive advertising campaign in key markets.
- Informed store opening strategy in key DMAs across the US and Canada.

