



Case Study : Shawarma Spot NYC “Uber Eats”

How we helped “Shawarma Spot NYC” to bring more orders on Uber Eats.

Shawarma Spot NYC

☰ Uber Eats

📍 Astoria • Now

🔍 Food, groceries, drinks, etc

🛒 Cart • 0

👤 Sign in



Shawarma Spot Nyc

★ 4.1 (27 ratings) • Halal • 🍴 • [More info](#)

Closed • Available at 11:00 AM

Tap for hours, info, and more

👥 Group order

📅 Schedule

Delivery
25–40 min • \$0.49

Pickup
10–20 min • 0.5 mi

Picked for you

From the Grill

Picked for you

Spend \$20, Save \$5

Client Overview

Client Name: Shawarma Spot NYC

Industry: Middle eastern & Italian restaurant

Location: Astoria New York

Company Bio : Shawarma Spot NYC a fast food Middle eastern & Italian restaurant offering Shawarma, Wraps, appealing appetizers, Kebab, Burgers and Pizza. We offer catering and host in-house events.



Our Findings

1. Restaurant Menu Missing
2. Food Category Not Defined
3. Targeted Audience was only restricted to existing customers.
4. Menu Images were missing.
5. Ads Scheduling Not Setup



Action Taken

1. Created Menu
2. Create Campaign on Facebook and Google
3. Created “UBER In Build Ads” with objective :
 - a. Boost Visibility
 - b. New Customers
 - c. Increase Orders
4. Run Promotions
5. Optimized Bidding Strategy



Results :

Orders ⓘ

Track orders placed over time to monitor your popularity.

Sales total

Orders

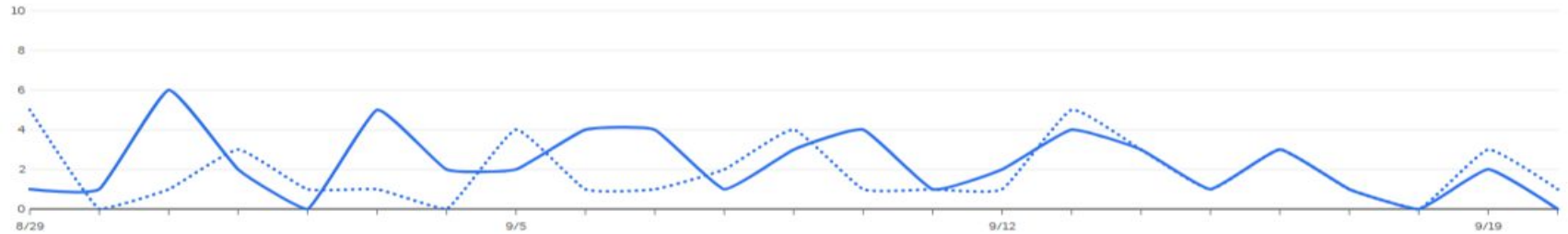
Ticket size

Download

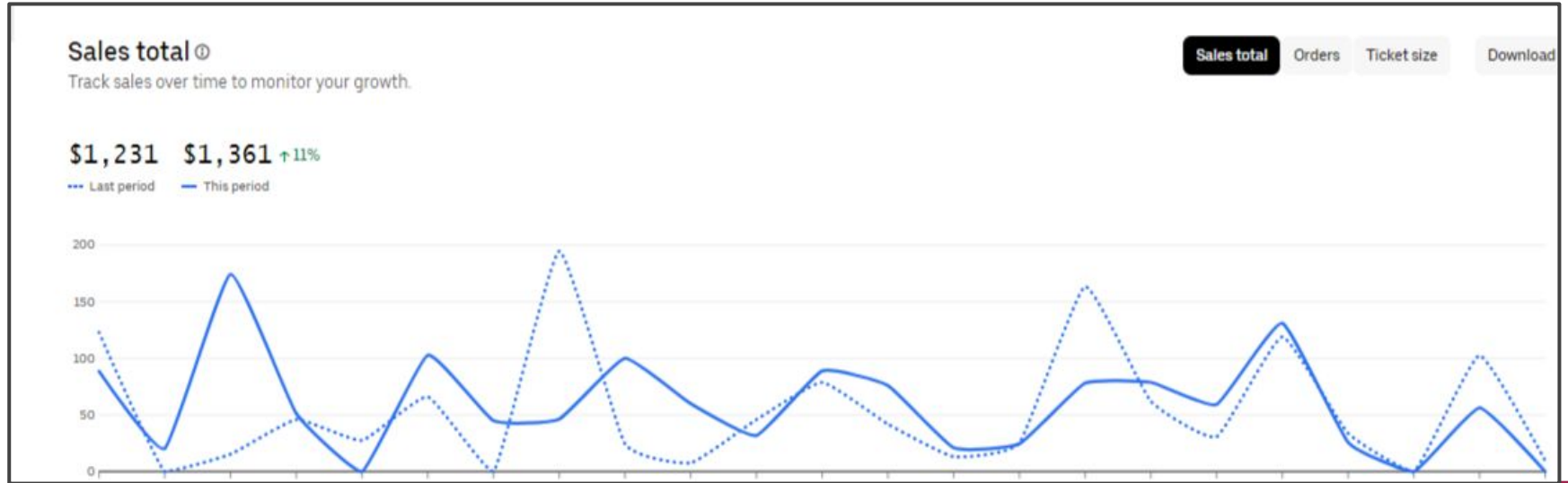
43

52 ↑ 21%

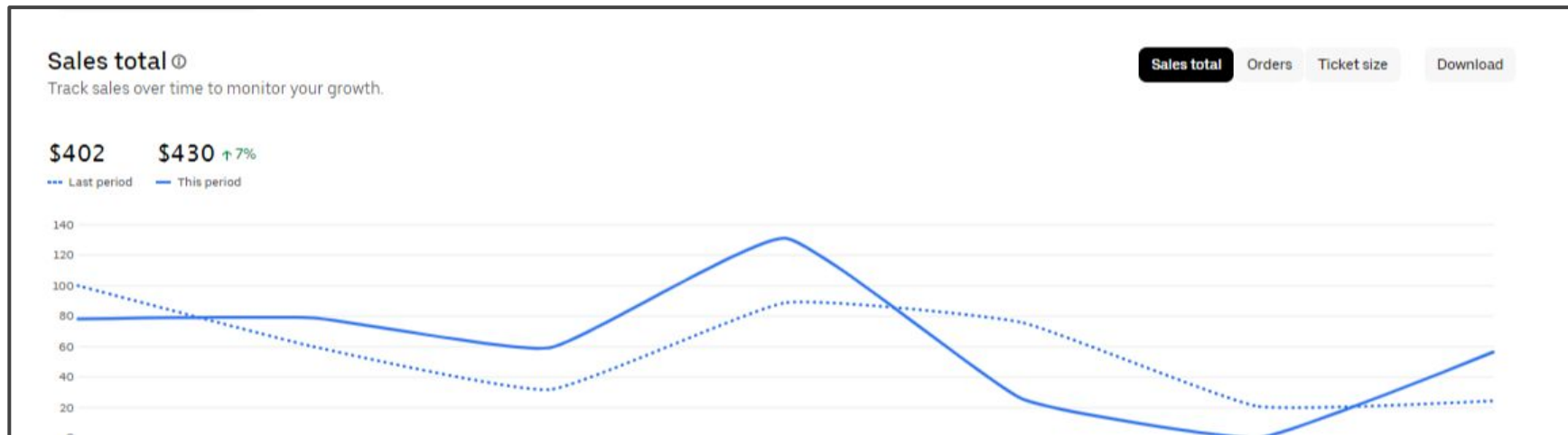
--- Last period — This period











Results :



Results :



Results :

	Item	Sales	▼	%Δ	Items Sold
1 ↑	 Chicken Shawarma Price Range: \$9.50 - \$14.99	\$290.92		↑ 59%	26
2 ↑	 Mixed Kebab Platter (3 items) \$22.99	\$229.90		↑ 47%	10
3 ↓	 Grilled Half Chicken \$16.99	\$203.88		↓ 22%	12
4 ↑	 Beef & Lamb Shawarma \$10.50	\$84.00		↑ 112%	8
5 ↑	 Philly Cheese Steak \$9.99	\$79.92		↑ 809%	8
6 ↓	 Lamb Chops \$27.99	\$55.98		↑ 8%	2
7 ↑	 Spicy Fries \$3.49	\$38.39		↑ 45%	11
8 ↑	 Beef Kebab Platter \$16.99	\$33.98		↑ 112%	2

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Best SEO Company in **India** With Guaranteed Google Page #1 Ranking Using White Hat SEO Strategies. Rank The Page is an adept team of SEO and Web experts with 10 years of extensive experience that ensures page one ranking for all our clients. Our business-centric approach clinches website ranking along the lines of the business goals with every component at the right place for every website.



Contact us: +91-783-777-7045