

Case
Study



See How **iCONNECT** Helped
Influencer Marketing Platform by ArabyAds

**Increase Reservations For Entrecote's
New Restaurant Opening In Riyadh**

About Entrecote

Entrecote Café De Paris, a world-renowned restaurant, was started in 1930 in Geneva, Switzerland. Its patron Chef Boubier developed the world-famous sauce “Café de Paris,” named after his restaurant, and its recipe is still kept a top secret till today. Customers in the Middle East can taste the original butter sauce specially flown in from Geneva exclusively to its franchised restaurants in Riyadh, Dubai, Abu Dhabi, and soon in Sharjah.



Objective

Increase reservations for Entrecote's new restaurant opening in Riyadh



Key Challenges

- The restaurant is usually fully reserved, even without promotions
- Difficult for people to find reservations through the UTM link, as it is always fully booked
- Getting a mega-influencer on a very short notice period

Our Approach

- ① Onboard authentic mega-influencers whose recommendations are trusted by their followers
- ① Ensured the restaurant must accommodate anyone booking through the influencer link



Results

Our meticulously planned influencer strategies ensured that Entrecote efficiently achieved the following goals and objectives from the campaign



Higher Brand
Awareness

Built Brand
Curiosity in Riyadh

Massive Uptake
in Reservations

Genuine
Reviews

About iCONNECT

Influencer Marketing Platform by ArabyAds

iConnect is the only AI-based influencer commerce technology platform in the region that offers unmatched value to brands and influencers in MENA

iConnect.buzz

+300

Brands Partnered

+15000

Influencers Onboarded

+1100

Campaigns Created

+7

Industries

+10

Platforms Supported