

PRESS RELEASE

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Pizza Hut is driving its digital revolution with BRIDGE, the leading online to offline marketing solution by Leadformance

To sustain its growth in Europe, Pizza Hut launched a vast project to redesign its websites. Pizza Hut was challenged to offer a unique digital experience to their clients, regardless of which country they reside in or the device they use – desktop or mobile. With the objective to increase Pizza Hut’s local search visibility in the countries where they operate, they identified two key initiatives: the standardization of the websites and the deployment of Store Locators. Pizza Hut chose the BRIDGE solution over an alternative American provider because of their continued innovation to optimize the digital journey to drive footfall. BRIDGE is the leader in online to offline marketing solutions in Europe and is part of the SoLocal Group.

Thanks to the BRIDGE solution, each country can now have its own customized Store Locator and Local Pages highlighting each Pizza Hut location. On each Local Page, visitors will find contact details, address, opening hours, as well as the different services offered by the specific Pizza Hut location. The Store Locator also includes different conversion features such as online booking for “dine in” restaurants along with delivery options to increase sales.

Many countries including Poland, Malta and Germany have already set up their Store Locator this past July, August and November respectively. Spain and Portugal are expected to do so in the near future. The main objective has been to increase organic traffic for local search queries such as “Pizza + City”. Beyond organic traffic, the Store Locator will allow consumers to be directed to the Pizza Hut e-commerce pages.

Pizza Hut, which is part of the Yum! Group (includes brands such as KFC and Taco Bell), has experienced double digit growth. With locations in more than 100 countries in the world, 29 of those countries are within Europe. There are more than 1,400 Pizza Hut restaurants in Europe.

Comments from Olivier Guilhot, Digital Director of Pizza Hut Europe –

“Pizza Hut is the market leader and has always put innovation at the heart of its success. Pizza Hut was the pioneer in many areas such as online orders, fast delivery services, taking orders using PlayStation, Xbox or Messenger using chatbots. Digital is an essential element in our business model. We are in a very competitive market in terms of local search and there are new competitor businesses who are very digitally focused. Also, our clients’ behavior has evolved towards mobile. Standardizing our sites to optimize our position in search engine results and offering a unique experience to our clients with an optimized digital journey is a major step in the consolidation of our position as market leader – this is why we chose the BRIDGE solution from Leadformance”.

Comments from Cyril Laurent, Co-founder and CEO of Leadformance –

“We deployed the first Store Locator in Poland this summer. We are already seeing meaningful results. The proportion of organic visits from SEO on local pages is 50% higher than other Pizza Hut pages. Also, the Store Locator generates 16% more visitors with a bounce rate that is 3 times lower. Our vision is to guide Pizza Hut and all our clients in the deployment of an adapted solution that overcomes their global and local challenges, and increases the volume of both online and in-store sales”.

About Pizza Hut

Pizza Hut has been operating for 50 years and the history of the business is full of success stories. It all started back in 1958, when two students from Wichita, Kansas, Frank and Dan Carney had the idea to open a pizzeria. Even though the concept was quite new for some Americans, the two brothers strongly believed in the success of their new business. They borrowed \$600 from their mother to buy second-hand equipment and rent a small venue on a crossroads in their home town. Shortly afterward, they opened the first Pizza Hut restaurant. This was the beginning of what became the largest pizza business in the world.

Today, Pizza Hut is part of the Yum! Brands group and comprises over 14,000 restaurants with more than 250,000 employees preparing, serving and delivering pizzas every day. Pizza Hut has a significant presence in Europe, with 1,400 restaurants in 29 European countries.

About BRIDGE by Leadformance

BRIDGE is the leading online to offline marketing platform helping brands and retail networks capture local search traffic and convert it into in-store footfall. More than 220 brands around the world trust BRIDGE and use the Store Locator, Local Pages and Online Listings products on a daily basis. Leadformance is a branch of the SoLocal Group – Europe’s leader in local digital communications.

www.leadformance.com

About SoLocal Group

SoLocal Group, European leader in local online communication, reveals local know-how, and boosts local revenues of businesses. The Internet activities of the Group are structured around two business lines: Local Search and Digital Marketing. With Local Search, the Group offers digital services and solutions to clients which enable them to enhance their visibility and develop their local contacts. Thanks to its expertise, SoLocal Group earned the trust of some 490,000 clients of those services and over 2.4 billions of visits via its 4 flagship brands (PagesJaunes, Mappy, Ooreka and A Vendre A Louer) but also through its partnerships. With Digital Marketing, SoLocal Group creates and provides the best local and customised content about professionals. With over 4,400 employees, including a new orders force of 1,900 local communication advisors specialised in five verticals (Home, Services, Retail, Health & Public, BtoB) and Internationally (France, Spain, Austria, United Kingdom), the Group generated in 2016 revenues of 812 millions euros, of which 80% on Internet and ranks amongst the first European players in terms of Internet advertising revenues. SoLocal Group is listed on Euronext Paris (LOCAL). More information may be obtained at www.solocalgroup.com

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