

TRANSFORMING THE FUTURE OF LOCAL DIGITAL MARKETING FOR SMALL AND MEDIUM SIZE RESTAURANTS WITH UBER EATS

Uber has become a one-stop solution for local restaurants' digital advertising, consolidating on-platform Uber ads and off-platform channels like Google and Facebook.

With access to key meta-data, local restaurants can now manage all their advertising from a single platform. This enables local restaurants to easily launch Google, Facebook, and Instagram campaigns using assets uploaded to Uber Eats, all within the marketing section of UberEats' UI.



Eulerity and UberEats Off-Platform Audience Extension

SMB restaurants can manage their media budgets, including Search, Social, and more, through the UberEats platform without taking any significant operational overhead.

Integrated Within Existing UI

Offering the solution in the pre-existing Eats user interfaces

Built On Top of UberEats Data

Seamlessly build a marketing solution on top of existing UI

1

2

3

Omni Marketing Engine Middleware

Eulerity sits as the middleware layer to power omni-channel marketing placements and optimizations.

Use Eulerity's pre configured accounts or Bring Your Own Accounts.

RESULTS AT A GLANCE

\$1,000
MONTHLY
BUDGET

TENS OF THOUSANDS OF PARTICIPATING RESTAURANTS
Campaigns running for each restaurant on Google Search, Facebook and Instagram.



Organic Increase in the Terms
Searched on their Branded Keyword



Increase in
Social Page Reach

20%

INCREASE IN
ORGANIC GOOGLE
SEARCH TRAFFIC

13+%

CTR
ON GOOGLE SEARCH

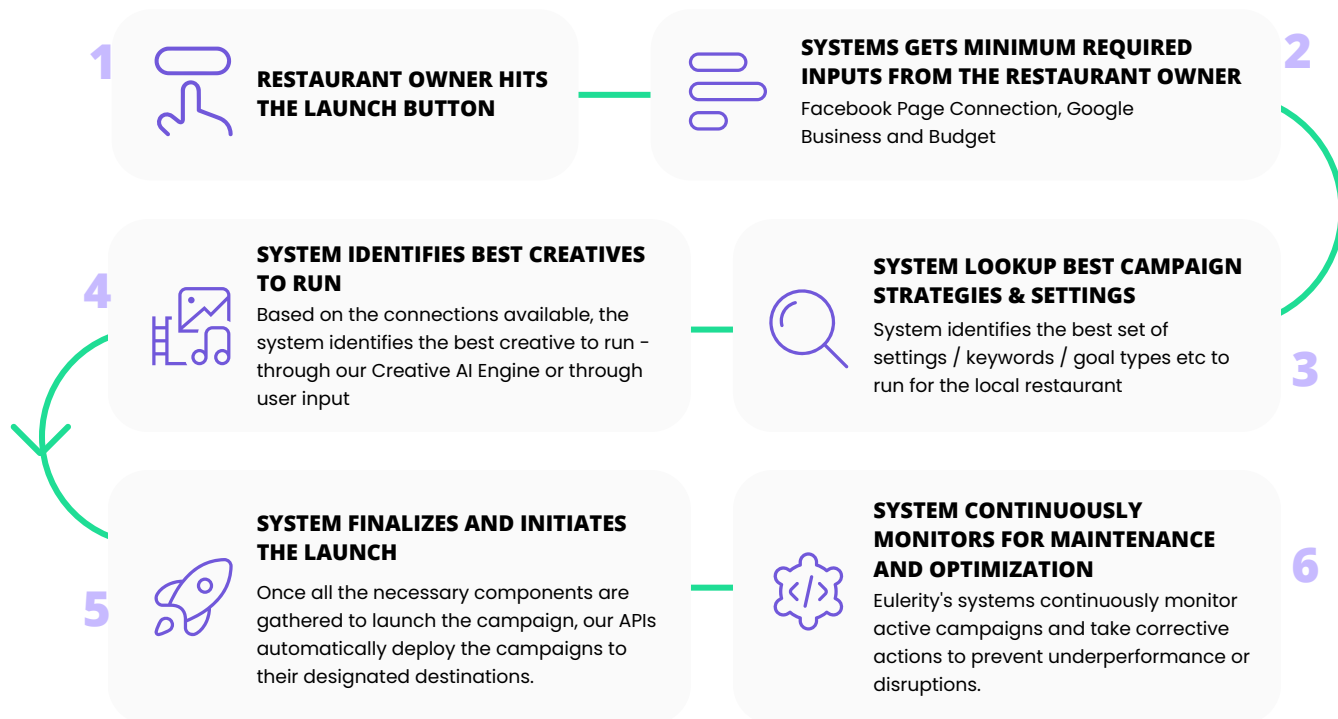
2+%

CTR
(\$7 CPM)
ON SOCIAL

6x

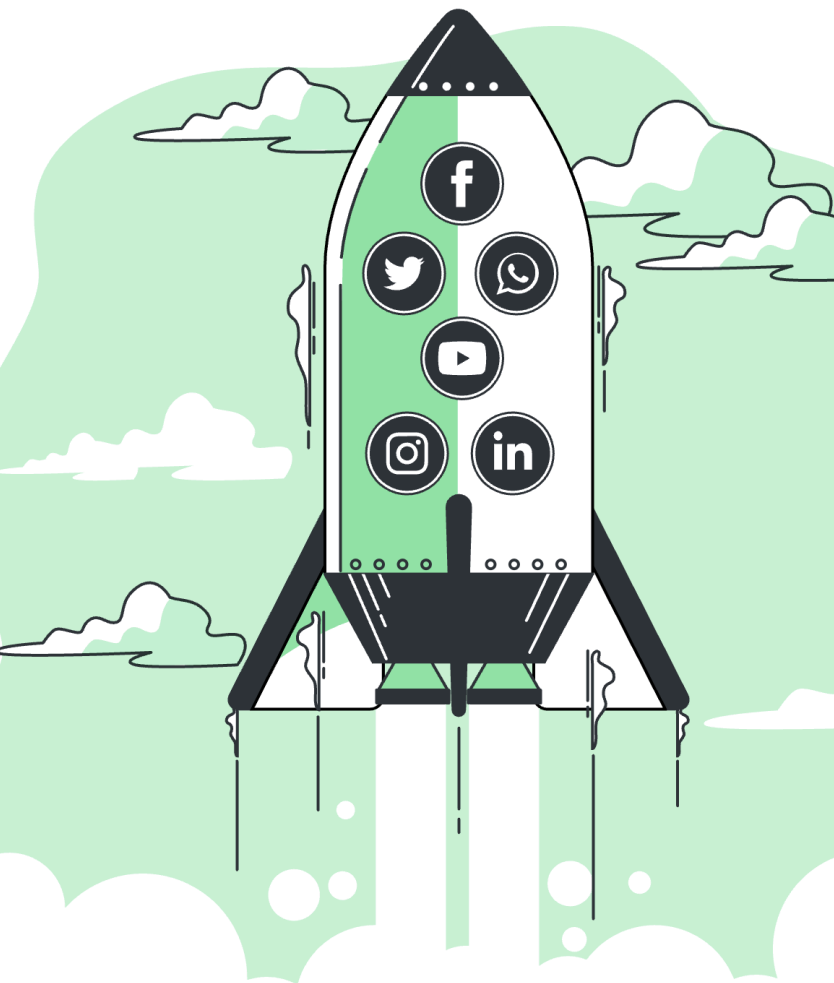
INCREASE
IN SOCIAL
PAGE REACH

AUTOMATED ADVERTISING LAUNCH: EXAMPLE



OUR AI AGENTS TO STREAMLINE LOCAL SETUP

Restaurant owners, both novice and power users, can onboard and launch their digital marketing campaign **in under 10 minutes**.



SMART SUGGESTIONS FOR THE TINY DETAILS THAT MATTER

Eulerity's suggestion modules remove the guesswork for SMB restaurant owners by helping with decisions like how much to spend, which areas to target, the best times to post, and more.

APOLLO RELEVANT KEYWORD GENERATION

Eulerity's smart modules generate relevant keywords for each local restaurant, taking their local competition into consideration.

AUTOMATICALLY SETTING UP TECHNICAL SETTINGS WITH SMART BLUEPRINTS

Eulerity's system includes smart blueprints that ensure local restaurants never have to worry about learning the technical settings of platforms like Google or Facebook.

SPENDING WHERE IT WORKS

Eulerity's system ensures that media dollars are spent on the channels that perform the best.

AI CREATIVE HELP

Eulerity's system's integrations with OpenAI and Gemini ensure that SMB restaurant owners receive the best possible guidance for creative generation.

WHEN IT COMES TO LOCAL RESTAURANT ADVERTISING, DIY & RELYING ON MANUAL STRATEGIES IS A NIGHTMARE

1

SETTING UP AD CAMPAIGNS CAN BE OVERWHELMING WITH 1000S OF SETTINGS

Eulerity's AI learns from tens of thousands of campaigns, offering suggestions for optimal performance.

2

TIME IS MONEY: SAVING RESTAURANT OWNERS 100'S OF HOURS IN TRAINING

With thousands of hours of collective experience, a system needs to ensure SMBs don't have to be a digital marketing expert.

3

NO ROOM FOR MISTAKES — WITH TIGHT BUDGETS, EVERY DOLLAR COUNTS

A small error can be costly. A system should monitor and correct any hiccups ensuring your campaigns always perform at their best.

4

CUT EXCESSIVE FEES & COSTS — NO MORE WAITING FOR WEEKS FOR FEEDBACK

Local suppliers charge hefty fees, often with hidden costs for every new feature and are slow to respond.

BUILT TO SCALE WITH EULERITY

MANAGING MILLIONS OF LOCAL RESTAURANT CAMPAIGNS, GLOBALLY

- Easy and seamless deployment across the world
- Works wherever Google, Facebook etc. have presence
 - Compliant with all local targeting needs etc.
- System uptime of more than 99.9999% with SOC-2 / ISO compliance

FLEXIBILITY OF INTEGRATION TYPE AND ACCESS CONTROLS

- Partner with Eulerity using our APIs, either partially or fully, or take advantage of the full flexibility to choose whether or not to use our UX.
- Bring your own Ad accounts for Eulerity to operate on.
- Full flexibility in the Eulerity system to create new ad accounts as needed by you or your participants

SELECTING FROM CUSTOM OR PRE-MADE TEMPLATES

- Eulerity's smart creative engine can integrate with any pre-existing image libraries, or customers can design and upload creatives from scratch.
- Eulerity's Blueprint Engine offers thousands of pre-built high performing strategies to choose from or you can bring your own settings to the table to create new blueprints.

SERVICE LEVEL FLEXIBILITY

- Eulerity supports full self-serve use cases or work with a full customer success team equipped to handle SMB restaurant advertising requests.

AGENTIC EULERITY OPTIMIZATIONS

GOOGLE SEARCH CAMPAIGNS



SPECIFIC BIDDING ADJUSTMENTS

Moving beyond manual bidding and explore automated options. Eulerity's systems can set bids for campaigns based on goals, like maximizing conversions or clicks within the budget.

ENHANCED AD ROTATIONS

Eulerity's engines choose how Google Ads rotates your ad variations within an ad group. Eulerity's systems can pick from options like optimizing for clicks or showing them evenly.

AUDIENCES

Understanding the product catering to a specific age group, income level, or gender, our system can leverage the right custom audiences to prioritize showing ads to those users within the budget.

SPECIFIC EXTENSIONS

Optimizing additional information with our ads like call extensions, location extensions, or sitelink extensions. This can increase the ad's visibility and provide users with more reasons to click.

AI POWERED KEYWORDS AND THEIR GROUPING

Eulerity's AI engines can help in grouping keywords that share a central theme or product category. This will ensure the ad copy and landing page directly address the user's search intent.

META CAMPAIGNS



CBO & BIDDING STRATEGIES

Eulerity's algorithm continuously analyzes campaign performance data and allocates the budget to the ad sets that are performing best. This means more money goes towards ad sets generating clicks, conversions, or achieving the chosen campaign goal.

AI POWERED AD SETS

Eulerity's system can create multiple ad sets with different targeting parameters, creatives, and bidding strategies to test and optimize for the best performing combinations.

AUDIENCES & INTERESTS

Eulerity's systems start by using interests directly related to your offerings. Then, our systems and analysts develop a clear picture of the ideal customer. What are their interest and online behavior? Targeting interests related to their lifestyle can be highly effective.

OPTIMIZATION STRATEGIES

The best optimization goal setting for a Meta News Feed ad campaign depends entirely on testing. Eulerity's system can choose wisely between Traffic, Reach etc.

FREQUENCY ADJUSTMENTS AND ADVANCED TARGETING

Seeing the same ad repeatedly can lead to ad fatigue, users become annoyed and less likely to convert. Frequency adjustments by our engine help control how often the ad appears to each individual user within a specific timeframe.