

UNiDAYS

Chipotle case study

UNiDAYS helped Chipotle gain
32% net new customers in one day.

9K+
transactions

32%
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customers

The challenge

Chipotle wanted to increase their customer base with Gen Z college students throughout Florida — its fourth-largest franchise market in the United States.



The solution

Chipotle partnered with **UNiDAYS**, the world's leading Student Affinity Network, to create a geo-targeted BOGO promotion aimed at reaching Gen Z college students in Florida. The promotion leveraged the following **UNiDAYS** solutions:

- **Student verification technology** was used to build a Gen Z segmentation strategy
- **Student incentive program:** Chipotle leveraged a one-time offer for students to BOGO salad bowl, burrito, or burrito bowl
- **Custom content:** **UNiDAYS** created custom social and email content to promote the offer

The results

During the 24-hour period the promotion ran, Chipotle saw:

- **9,500+ transactions**, surpassing benchmarks by 171%
- **95% of students** who viewed the Chipotle offer online or in app converted to an in-store redemption
- Chipotle gained **32% net new customers** in one day, **14% higher** than the past BOGO events
- **133 of the 140 Chipotle locations** in Florida saw student foot traffic during the UNiDAYS campaign

About UNiDAYS

UNiDAYS is the world's leading Student Affinity Network, connecting brands to more than 10 million Gen Z college students around the world.

