UNIDAYS

Chipotle case study

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



32%
net new
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.

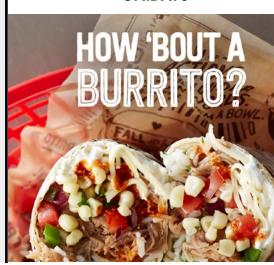


The solution

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

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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.