



Mat Kopec, White Star

Neighborhood staple with a famous burger and craft beers

Located in: [Jersey City, NJ](#)

Biggest Challenge:

Getting measurable results from online marketing

When Jersey City restaurant White Star first tried marketing to get more customers through the door, the neighborhood staple used Yelp and Facebook. Evaluating the results on those platforms, however, was challenging. "It's tough to tell if they work," said owner Mat Kopec. "You don't even know if customers were actually here."

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Kopec turned to Foursquare so he could get tangible results from his advertising. It was working at bringing new people into his restaurant. They targeted nearby customers by highlighting their famous burgers and wide selection of craft beers.

"Foursquare is a great medium for letting people know what's great nearby," said Kopec, who bought the bar in 2005. "It's also pay-per-click, so when people search for you, they're probably going to go to you."



Customers have been doing exactly that, coming in to White Star and spending money. On average, Kopec has seen a 667% return on investment with his Foursquare Ad. "It was impossible to measure before on Facebook," Kopec said, "With Foursquare, you can actually correlate the ad to people showing up and spending money."

Business Results

Amount paid per customer visit

📍 \$3.78

Avg. customer spend per visit

💰 \$30.00

Return on investment

% 667%