LA MADELEINE CASE STUDY

How Sales Chatz successful franchise development marketing campaigns captured the attention of the media.

BACKGROUND

French-founded and French-owned since 1983, la Madeleine serves approachable French cuisine Americans love, using time-honored recipes that have been passed down from generation to generation. They offer all-day breakfast, soups, salades, sandwiches, and entrées along with freshly made bread and French patisserie items that celebrate the flavors and culture of France. La Madeleine has grown to 91 restaurants around the country, 26 of which are company owned and operated, and 65 are franchised with another 10 under development. The top 50% of franchisees have an AUV of $2.9M*.

Since la Madeleine decided to start franchising again in 2023, they needed an approach that would help bring their unique offering to restaurant operators. La Madeleine Restaurant has been a Sales Chatz client since 2023.

METHODS

La Madeleine decided that the Sales Chatz digital advertising management platform (aiADZ) that combines AI and our proprietary data list of 150,000+ franchisees was the best way to put their ads in front of the right investors. We provided them with a powerful strategy that combines the key points of differentiation of the restaurant brand, our unique targeting assets, and advertising best practices based on years of testing and numerous ads launched by Sales Chatz.

RESULTS

1. La Madeline has cut in half the industry average lead-to-sales conversion rate.
2. The brand has built a pipeline of strong restaurant operator candidates, doubling its franchise system in 2024!
3. Restaurant News did a feature on the Sales Chatz AI platform (aiADZ) that included testimonial quotations from Mark Ramage, Vice President of Development at la Madeleine, about the success the brand has had using our technology.
4. La Madeleine requested that their PR team interview Sales Chatz about how we achieved the stellar results we provided for the brand, highlighting how la Madeleine is one of the first franchisors to recognize the potential AI has to transform franchise development.

*Source 2024 la Madeleine FDD

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