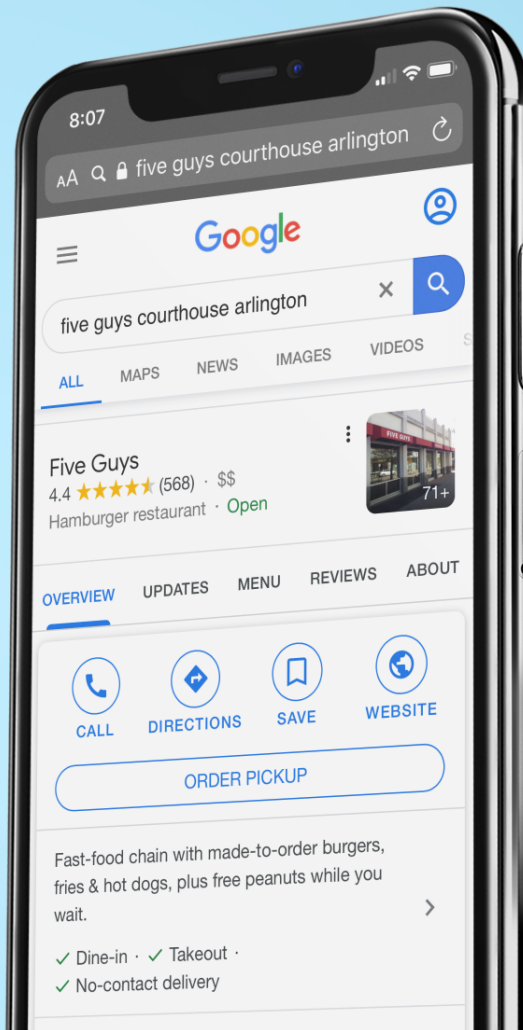
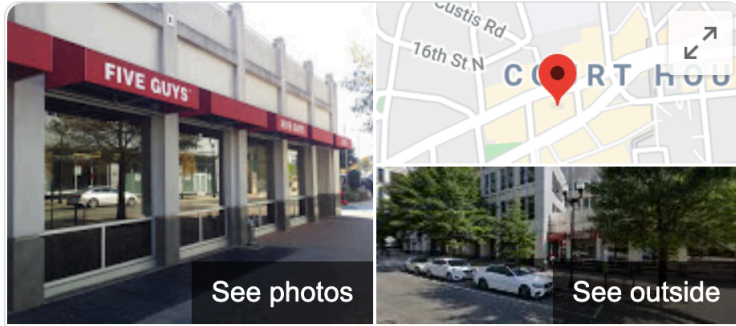




See how Five Guys captures search traffic with direct ordering.

Millions of people have searched online for Five Guys' handcrafted burgers and fries. Adding direct ordering on Google Search, Maps, and Assistant via Olo has helped them capture these searches and bring new digital guests into the mix at 85% incrementality.





Five Guys

[Website](#)[Directions](#)[Save](#)

4.4 ★★★★★ 568 Google reviews

\$\$ · Hamburger restaurant

[ORDER PICKUP](#)

Fast-food chain with made-to-order burgers, fries & hot dogs, plus free peanuts while you wait.

✓ Dine-in · ✓ Takeout · ✓ No-contact delivery

SITUATION

Five Guys enabled ordering via Google through Olo Rails in order to capture search traffic of the increasing share of guests using Google to not only make their restaurant decisions, but now to order food online directly from search pages. Orders are fully integrated through Olo Rails, upholding operational integrity while allowing Five Guys to capture customers searching for their brand on Google.

IN THEIR WORDS

"It's a very profitable channel with a high basket size. We also get to market to these guests and own the customer experience."

–MJ Worsham, IT Project Manager

Five Guys added a key brand access point while protecting margins.

Enabling direct ordering through Google allows Five Guys to build a direct relationship with customers while removing friction in the ordering experience.

85% INCREMENTAL CUSTOMERS*

35% OF ALL VISITS CONVERT*

\$23 AVERAGE SUBTOTAL ON GOOGLE ORDERS*

* Based on data from participating Five Guys stores on orders placed during the initial pilot, through June 2020.

← Order food

Five Guys

6134 Arlington Blvd Suite A, Falls Church, VA 22044

Delivery

Pickup

🕒 As soon as possible



Five Guys · No min order · No service fee · Ready for pickup in 10 min

Menu

BURGERS

HOT DOGS

SANDWICHES

MORE ▾

Burgers

Hamburger, 840 Cal \$7.99

Little Hamburger, 540 Cal \$5.69

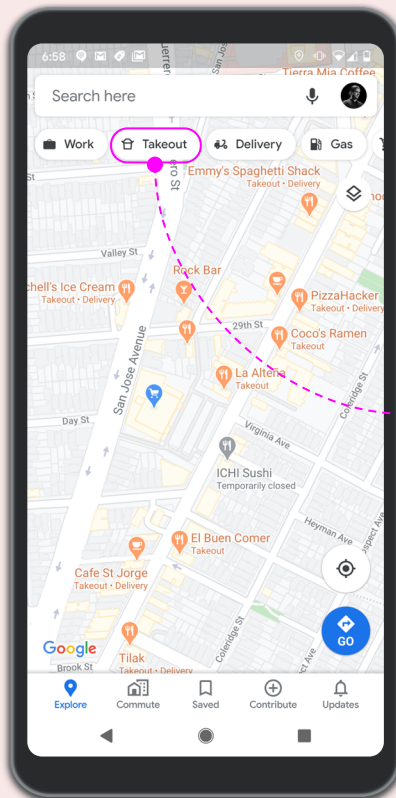
Cheeseburger, 980 Cal \$8.79

“There are many reasons why the Google platforms have been productive so quickly for us. The Google-Olo integration has become one of our most robust channels.”

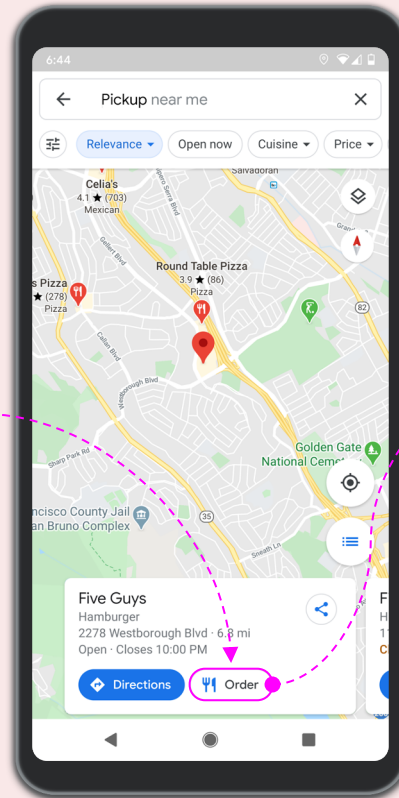
MJ Worsham
Information Technology

FIVE GUYS®
BURGERS and FRIES

[Maps: Food Actions]



[Maps: Traversal View]



[Menu]

