



Groucho's® Deli Case Study

How Groucho's Deli **nearly doubled digital ordering revenue** and **dominated local search** across 31 locations



Executive Summary

Groucho's® Deli is a family-owned, 85-year-old neighborhood deli franchise operating 31 locations across South Carolina, North Carolina, and Georgia. Since partnering with Marqii, Groucho's Deli has transformed its digital presence into a measurable growth engine, driving dramatically higher native first-party digital ordering revenue, stronger local search visibility, and operational efficiency gains that scale across the entire franchise footprint.

This document provides updated performance metrics covering the Marqii partnership period, Feb 2024 – Dec 2025; website analytics and digital ordering data extend through February 2026.

At a Glance: Headline Metrics

+85.7%

First-Party Digital
Ordering Revenue Growth

+75%

Native Digital Order
Volume Growth

3.9M

Google Search
Impressions (GBP)

98.8%

Review Response Rate
(+23% vs. prior period)

8.9M

Total Listing
Engagements

381+Days

Staff Time
Saved

3,331

Unique Keywords Driving
Discovery

4.5 ★

Average Star Rating
(5,076 reviews)



Native First-Party Digital Ordering Growth

Groucho's operates its own native first-party digital ordering channel. Comparing the Marqii partnership period (Feb 2024 – Feb 2026) against the prior baseline (Aug 2022 – Jan 2024), digital ordering has accelerated dramatically.

Source: Google Analytics and Bikky.

+85.7%

Revenue Growth
(First-Party Digital
Ordering)

+75%

Order Volume
Growth

Metric	Prior Period (Aug 2022–Jan 2024)	Marqii Period (Feb 2024–Feb 2026)	Change
Digital Orders	220,629	386,038	+75%
Revenue Growth	Baseline	+85.7% vs. Prior	+85.7%
Average Order Value	\$23.31	\$24.72	+6.0%

Key Insight

Native digital revenue growth (+85.7%) outpaced order volume growth (+75%), with average order value rising 6.0% from \$23.31 to \$24.72; a signal of deeper guest engagement. Customers arriving via optimized listings and accurate menus are ordering more per visit.



Website & Organic Search Performance

Organic search is the channel most directly influenced by listing management, menu accuracy, and local SEO, the core services Marqii provides.

Source: Google Analytics and Bikky, Feb 2024 – Feb 2026.

Metric	Value	Context
Active Users	1.1M+	New + returning visitors
Total Sessions	1,759,013	Across all channels
Organic Search Sessions	917,504 (52%)	#1 traffic source
Engagement Rate	58.71%	Strong intent signal
Avg. Session Duration	2m 34s	Deep engagement
Session Conversion Rate	16.92%	High-intent traffic
Organic CTR (Branded)	34–41%	Dominant brand presence
Avg. Position (Branded)	#1.1 – #1.5	Owns branded search

Organic search drives 52% of all website traffic and 58% of all digital ordering revenue. With strong engagement rates and conversion metrics, the data points directly to improved search quality: customers are arriving with high purchase intent because listings, menus and business profiles are accurate and complete.

Google Visibility & Local Discovery

Feb 2024 – Dec 2025. Sources: Marqii Dashboard, Google Search Console.

8.0M+

Total Listing Views
(All Platforms)

855K+

Total Click Actions
(Directions, Calls, Web)

3.9M+

Google Search
Impressions (GBP)

326K+

Organic Search
Clicks (GSC)

175K+

Apple Maps
Direction Clicks

157K+

Phone Call Clicks
(Google)

Click Actions by Platform

Action	Google	Apple	Yelp	Bing
Directions	136,362	175,105	2,316	100
Calls	157,103	17,508	493	77
Website	245,341	52,763	3,875	1,215

Top Discovery Keywords

Search Keyword	Google Impressions
"restaurants"	698,000+
"groucho's deli" (branded)	532,000+
"food near me"	425,000+
"restaurants near me"	156,000+
"sandwiches near me"	37,000+
"salads near me"	32,000+

Branded searches show click-through rates of 34–41% with average positions of 1.1–1.5, meaning Groucho's Deli owns its branded search real estate. High-volume non-branded "near me" keywords demonstrate strong local discovery, exactly the use case Marqii's listing management addresses. Search impressions accelerated to 240K–260K/month by late 2025, indicating growing visibility.

Review Management Reputation

Reviews reflect the on-premises guest experience. Marqii's Managed Review Response service has enabled Groucho's Deli to achieve industry-leading response rates while scaling from 30 to 31 locations.

Source: Marqii Dashboard, Feb 2024 – Dec 2025.

5,076

Reviews Managed
(23 months)

98.8%

Response Rate
(+23% vs. Prior)

4.5 ★

Average Star
Rating Maintained

Review Metric	Value
Review Frequency	7.3 per day across 31 locations
Average Response Time	2 days, 0 hours, 23 minutes
On-Premises Reviews	4,491 (89% of total)
Response Rate Improvement	+23% vs. prior period
Review Volume Growth	+7% year-over-year

Sentiment Scores

Category	Score	Top Keywords
Service	4.9 / 5.0 (+2%)	"service" 5.0, "staff" 4.8
Experience	4.7 / 5.0	"customer service" 5.0
Food	4.5 / 5.0	"food" 4.9, "sandwiches" 4.8

Maintaining a 4.5-star average while growing from 30 to 31 locations is a critical proof point: reputation quality has scaled alongside physical expansion, thanks to Marqii's managed review response combining AI efficiency with human hospitality intelligence. Groucho's Deli outperforms the local competitive set by +0.1 stars.



Operational Efficiency at Scale

Source: Marqii Dashboard, Feb 2024 – Dec 2025.

381+ Days

Total Staff Time
Saved

7,079

Business Updates
Pushed via Marqii

28 - 31

Location Growth
During Period

Operational Metric	Value
Active Locations	31 (grew from 28 during period)
Total Listings Engagements	8,856,908
Total Business Updates	7,079
Update Breakdown	74% Menus 15% Listings 11% Hours
Listings Synced & Up-to-Date	1,754 of 1,848 (95%)
Time Saved	381 days, 12 hours, 37 minutes

For a franchise operation where brand consistency across 31 locations is paramount, Marqii's centralized listing management eliminates the risk of outdated hours, incorrect menus, and inconsistent information. The 381+ days of saved staff time translates directly to labor cost savings and allows the team to focus on guest experience rather than digital housekeeping.

The Narrative: Why This Matters

First-party digital ordering nearly doubled. **Online orders grew 75%, and revenue grew 85.7%** during the Marqii partnership period compared to the prior baseline. This is not an advertising spend story. Something changed about how customers find Groucho's Deli and what they do when they arrive. Accurate menus, consistent data across platforms, and optimized Google Business Profiles drive exactly this kind of high-intent traffic that converts.

Organic search is the growth engine generating 52% of all traffic and 58% of all digital ordering revenue. With **over 917K organic sessions** and a **58.71% engagement rate**, the traffic quality is exceptional. That's the most directly attributable signal to listing management and local SEO quality.

Search visibility is accelerating. **Google search impressions grew** from near-zero at launch to a sustained 240K–260K/month by late 2025, indicating compounding returns from consistent listing optimization across 3,331 tracked keywords.

Reputation scales with growth. Groucho's Deli grew from 30 to 31 locations while maintaining a 4.5-star average rating, pushing response rates to 98.8% and **managing 5,076+ reviews at 7.3/day**. Marqii's managed review response service enabled this without proportional headcount increases.

Across Google, Yelp, Apple Maps, Facebook, and Bing, **the brand generated 8.9M listing engagements with 855K+ click actions**, proving the power of cross-platform listing optimization at franchise scale.

“Handling customer feedback for 31 locations was overwhelming and resource-intensive. Partnering with Marqii has been a game-changer, saving us numerous hours and boosting our response rate despite the increase in review volume. The combination of AI and Human Hospitality Intelligence in Marqii's service hasn't just made our processes more efficient, it's improved our 1:1 connection with our guests.”

— Deric Rosenbaum, President & CTO, GROUCHO'S® DELI