



Bonchon Case Study

How Bonchon **Strengthened Local Search Visibility**
and **Review Response** Across 150+ Locations



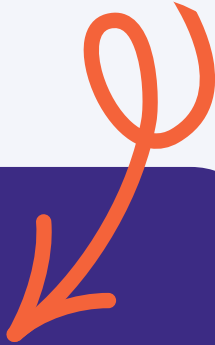
Executive Summary

Bonchon is a Korean fried chicken chain known for its hand-battered, double-fried wings and signature soy garlic and spicy sauces, operating more than 150 locations nationwide with continued expansion underway.

Since partnering with Marqii to manage listings, power website location pages through Marqii Host, and centralize review response, Bonchon has strengthened its local search visibility and built a more consistent digital presence across every market it serves.

This document provides performance metrics covering the Marqii partnership period, September 2025 - July 2026.

At a Glance: Headline Metrics



155

Active Custom
Location Pages

8,926

Total Location Listings

45M

Total Listings Views
(all platforms)

3.6M

Total Click Actions
(Directions, Calls, Web)

49M

Total Listing
Engagements

+108%

Review Response
Rate

+18.1%

Review Frequency
(56 reviews/day)

4 ★

Average Star Rating
(18,728 reviews)



Local Search & SEO Visibility

Improving rankings for key branded and unbranded terms was a top priority coming out of Bonchon’s January 2026 business review with Marqii. Search performance across both branded and category/discovery terms shows where Bonchon is winning, and where there’s room to keep pushing.

Category & Discovery Search Impressions

Source: Marqii Dashboard, Sept. 2025 – July 2026.

“fast food near me”	144K	▲ from 100K
“food near me”	938K	▲ from 918K

“Fast food near me” impressions grew 44% period-over-period, one of the clearest discovery-search wins in this reporting window, while several branded long-tail terms softened slightly.

Listings Engagement

Bonchon’s listings were seen about 41M times in 11 months, and the clicks that turn views into visits grew even faster, up 96%.

Source: Marqii Dashboard, Sept. 2025 – July 2026.

Listings Engagement All profile interactions	49M	▲ 61%
Views Times the business profile was viewed	45M	▲ 59%
Clicks Clicks on action buttons (directions, calls, website)	3.6M	▲ 96%

Across all platforms, Bonchon’s listings drew roughly **49M total engagements** between September 2025 and July 2026: about **45M profile views** and **3.6M action clicks** (directions, calls, and website visits). **Views grew 59%**, while **action clicks grew 96%**, so more guests are acting on what they find, not just seeing it.



Review Management & Reputation

Reviews reflect the on-premise guest experience. Marqii’s Managed Review Response service has enabled Bonchon to achieve industry-leading response rates while continuing to expand their footprint.

Source: Marqii Dashboard, Sept. 2025 – July 2026.

18,728

Review Responses
(18% increase)

74.7%

Response Rate
(+108% increase)

4.0 ★

Average Star
Rating Maintained

Review Metric	Value
Average Review Frequency	56 per day across 155 locations
Average Response Time	2 days, 7 hours, 36 minutes
On-Premises Reviews	14,619
Response Rate Improvement	+108% vs. prior period
Review Volume Growth	+18% year-over-year

Sentiment Scores

Category	Growth	Top Keywords
Service	▲ 2%	"service" 4.7 "staff" 4.6
Experience	▲ 2%	"customer service" 4.4 "atmosphere" 5.0
Food	▲ 3%	"fried chicken" 4.7 "wings" 4.0

A steady **4.0-star average** through continued expansion shows reputation scaling right alongside growth - proof that Marqii's Managed Reviews, pairing AI efficiency with human hospitality intelligence, holds up as Bonchon adds locations.

The Narrative: Why This Matters

Bonchon's growth story is playing out across two fronts at once: strengthening how the brand shows up in local search today, and building the infrastructure to keep that consistent as new locations open.

Discovery

Category and "near me" search terms, the searches most likely to introduce Bonchon to a guest who doesn't yet know the brand are trending upward, led by a **44% jump in "fast food near me" impressions**. That growth is happening even as a handful of branded long-tail terms softened slightly, suggesting Bonchon's next opportunity is reinforcing brand-term dominance while continuing to capture category-level discovery.

The key to this increased discovery is accurate, updated listings that are supported by location-specific website pages, optimized for search. **Marqii Host creates live, SEO-optimized location page for every Bonchon location**, including new stores, from the day they open. When a brand's site supports the location listings, search performance rises even more. As Bonchon adds 5+ locations over the next year, guests searching for a brand-new Bonchon will find accurate, on-brand information immediately no matter where they search.

Reputation

Bonchon entered 2026 with a clear goal: increase review response coverage and speed through Marqii's Managed Reviews. From September 2025 through July 2026, the brand's **review response rate reached 75%**, a **108% increase** over the pre-Marqii baseline, with an average reply time of about 2 days. **Review frequency is up 18%** since partnering with Marqii, now averaging roughly **56 reviews per day**, and overall guest sentiment holds steady at **3.9 out of 5.0**, evidence that Bonchon is keeping pace with guest feedback even as review volume climbs.

"Marqii helps us take a more proactive approach to engaging our guests and attracting new ones. With greater visibility into reviews on every platform, our team can quickly listen and work with franchisees to enhance guest experiences in their stores. Strong local search visibility also helps grow our business by reaching more people when they're ready to try new restaurants."

— **Suzie Tsai, CEO at Bonchon**