Del Arte x Passcloud x Google Wallet

Del Arte hit 29% conversion across 172 locations with Google Wallet.

What is Del Arte?

Del Arte is one of France's leading restaurant chains, serving pizza and Italian-inspired favorites.

The Challenge

Del Arte needed to boost customer acquisition across 172 restaurants in a highly competitive market.

For Del Arte, dining decisions are rarely made on impulse, yet most of their campaigns prioritized short-term visibility across social and geofenced display, directing users to store locators or the website — offering no way for consumers to save offers for later or for the brand to measure cross-channel impact.

The result: overspending to maintain visibility without a clear line to ROI.

INSTAGRAM STORY
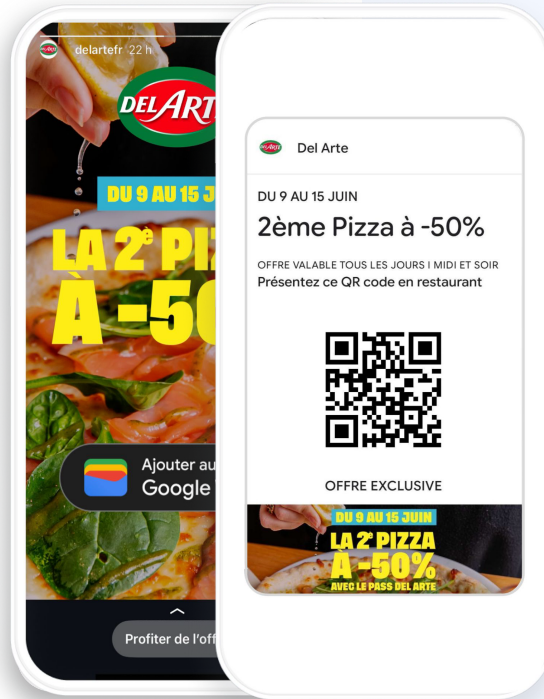
The Solution

Del Arte adopted Passcloud's unique approach to frictionless acquisition, capturing interested, anonymous consumers, instantly through Google Wallet, transforming initial interest into direct, measurable relationships.

The brand converted paid media across social, Google, and geofenced display into seamless acquisition. In a single tap, consumers could save an offer — no data entry, no app, no friction — allowing every euro spent to be traced to real in-store sales. Over time, these Wallet relationships could be refreshed with relevant offers, strengthening engagement both in-store and online.

Anthony Boschet
Digital Marketing Lead at Del Arte

"Passcloud redefines acquisition — leveraging the untapped potential of Google Wallet to win customers, establish instant relationships, and drive measurable repeat purchases."

The Results

29% of Google Wallet pass holders redeemed the offer in-store.

Passes converted **45×** **better than email** — while extending reach to net-new customers.

46% **were new customers**, while 54% of existing ones opted for Wallet — confirming its appeal across the customer base.

For the first time, **Del Arte achieved** **100%** **attribution** across all activated channels.

Campaign period: June 6 – 15, 2025

Google Wallet | passCLOUD