# Two EGGS! Breakfast & Lunch + CHOWLY™ Platform

*1 tool for everything outside the 4 walls*

# From 3rd Party Reliance to 1st Party Freedom

## Here are some key performance metrics:

| **+53%** | **$64,351** | **+ 11.3%** |
|---|---|---|
| Increase in First Party Sales* | Saved in Commission to 3rd Parties* | Increase in Average Basket Size* |
| *Average Daily Sales after 4 months of switching to the Chowly Platform | *In a 4 month period after switching to the Chowly Platform | *In a 4 month period after switching to the Chowly Platform |

> "You don't even need to show me how well it's going, I already know you guys have more than doubled my direct 1st party sales. A customer told me that when he searched for breakfast near me, my restaurant showed up first in Google."
>
> **- Richard Penny,** Founder and Owner of Two Eggs!
> 3 locations in Atlanta, Georgia

## Overview

You might remember our **original case study on Two Eggs!** because the results spoke for themselves. But that was just the beginning.

Since then, the family-run breakfast and lunch spot in suburban Atlanta has grown from one to three locations in under a year—and this year, they've made their boldest move yet:

**Going all-in on 1st Party Online Ordering with the Chowly Platform.**

After relying on third-party delivery apps to meet early demand and build awareness, Two Eggs! is officially cutting ties with third-party reliance. With all digital traffic now flowing through their own website and app, they've come full circle—back to independence, but this time with **scalable infrastructure built for growth**. Their off-premise and marketing strategy is now fully dialed, fueling real profitability and setting the stage for continued expansion.
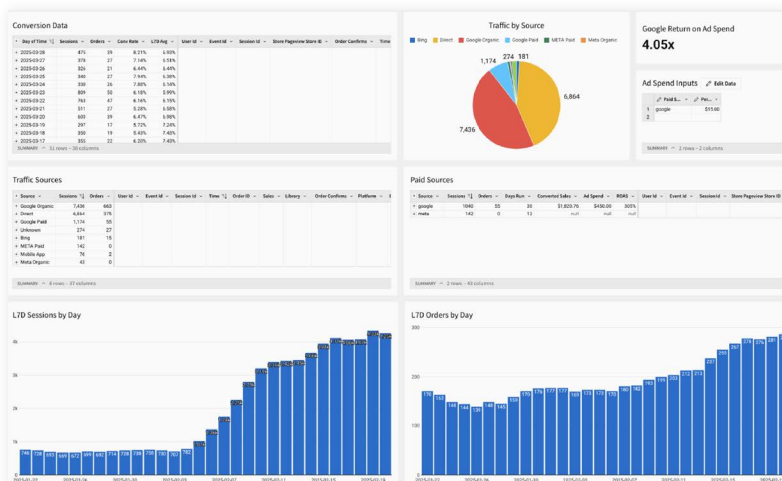
> "When we first started, we couldn't access our Google profiles or track all our Meta business accounts. Chowly didn't just help us rescue those accounts, but also built us an optimized marketing website, fully attributed paid ads, our own mobile app in the app store, and dynamic pricing on my third-party marketplaces. We have completely evolved from the basics of 101 all the way to advanced calculus. This is how we're paying less and less commissions every month to the third-party platforms. Thanks to Chowly and their team!"
>
> **- Richard Penny,** Founder and Owner of Two Eggs!
>   3 locations in Atlanta, Georgia

And with the Chowly dashboard, they now see real-time performance data across all our Google properties—including attribution and what's driving actual sales.

Direct order volume has overtaken third-party, payouts are climbing, and the team is already scouting the next two locations.

**The Chowly Platform is helping Richard and Two Eggs! scale smarter.**

## Challenge

Richard always knew delivery was essential—but third-party apps were never the endgame. They helped generate early volume, but came with steep tradeoffs:

- $41,000 in DoorDash sales at one location — $17,000 of that lost to fees monthly delivery revenue

- Across all locations, DoorDash was taking 41% of monthly delivery revenue

- Richard used the Chowly Platform's Reconciliation Dashboard to uncover the true cost of managing his digital storefront—revealing not just third-party commission fees, but hidden marketing charges and unclaimed refunds too. That's how he realized he was losing 41% of revenue on every order.

- No access to customer data or marketing tools

- No control over the guest experience

- A fragmented tech stack and tablet overload

As Two Eggs! scaled—with 35–45 staff per location—Richard needed more than volume. He needed margin, visibility, and a system that could grow with him. But most of all, he needed control.

**That meant stepping out of the day-to-day and putting infrastructure in place to power sustainable, off-premise profitability.**
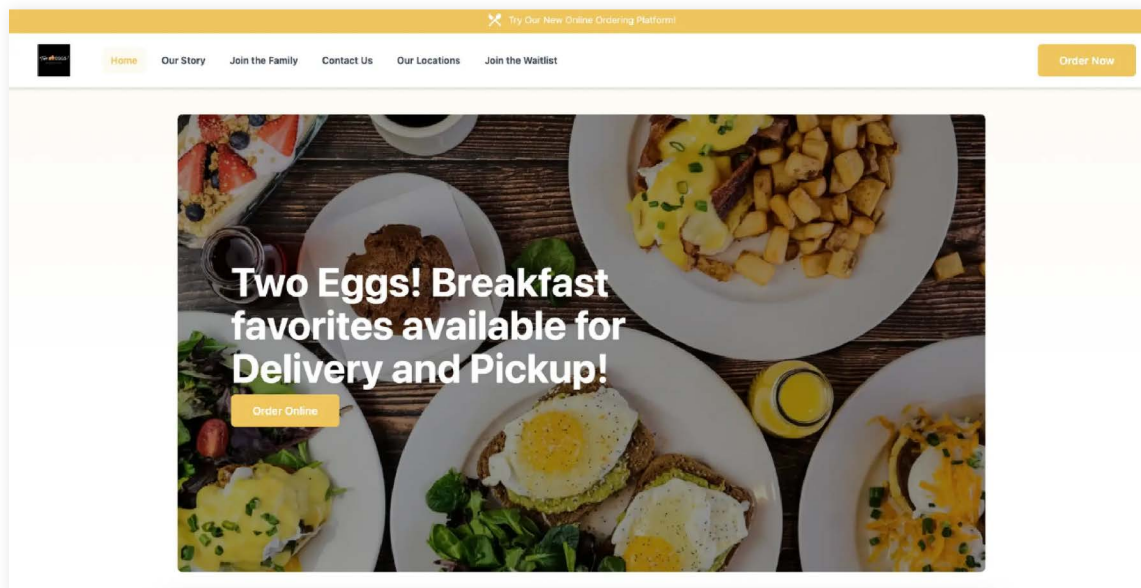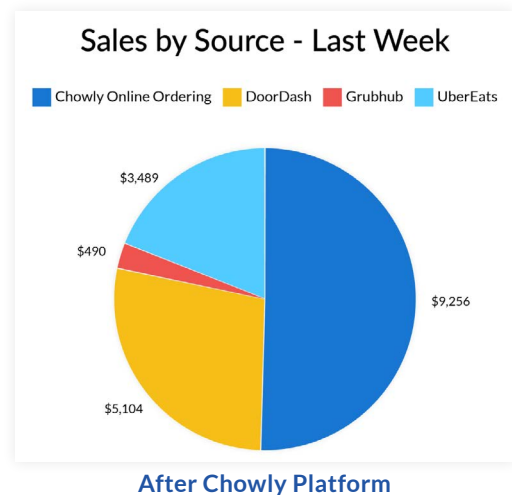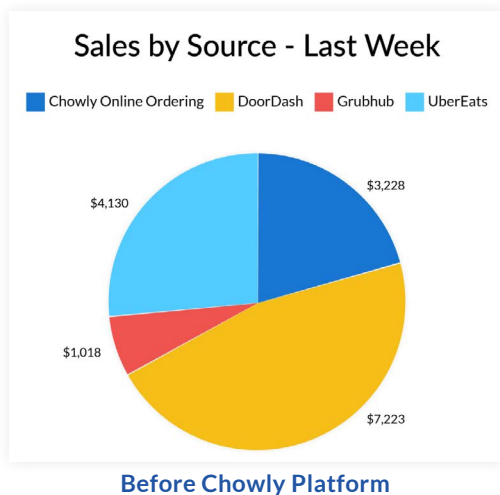
## The Shift

When the Chowly Platform launched in January, Two Eggs! leveled up to a fully streamlined setup—consolidating everything under one roof and giving Richard the tools to scale first-party ordering like a pro.

They became early adopters of the full platform, gaining:

- First-party ordering fully integrated with their POS
- An optimized Marketing Website and branded mobile app
- Full control over menus, pricing, and promotions
- Dynamic Pricing to protect profit margins
- Google Ads tools to drive direct traffic
- Real-time insights into performance, customer behavior, and ad spend—including Google and Meta Ads attribution and ROAS—are all visible in Chowly's dashboard

The biggest shift? Their marketing strategy. Instead of sending customers to third-party apps, they now drive traffic to their own digital storefront.

And Chowly doesn't just support it—they run it. From building the app to managing the website and ad campaigns, the Chowly Platform acts as Richard's behind-the-scenes team, freeing him up to focus on what matters most: **growing the business and delivering standout hospitality moments.**

### Sales by Source - Last Week

Legend: Chowly Online Ordering, DoorDash, Grubhub, UberEats

$3,228 (Chowly Online Ordering)
$7,223 (DoorDash)
$1,018 (Grubhub)
$4,130 (UberEats)

**Before Chowly Platform**

### Sales by Source - Last Week

Legend: Chowly Online Ordering, DoorDash, Grubhub, UberEats

$9,256 (Chowly Online Ordering)
$5,104 (DoorDash)
$490 (Grubhub)
$3,489 (UberEats)

**After Chowly Platform**

## Results

Since going all-in on the Chowly Platform, Two Eggs! has seen transformation across the board:

- +53% increase in first-party sales.
- +37% increase in Google organic traffic driven by improved SEO and search visibility (March vs. Feb).
- 4.05x ROAS (Return on Ad Spend) consistently exceeding benchmarks.
- +40% increase in website traffic driven primarily by search and direct visits.
- Increase in conversion rate from 6.5% to 7.5% of website traffic.
- First-party visibility is now outperforming major chains on Google Search and Maps.
- Third-party marketplaces will be shut off by May 2025—because first-party is now powerful enough on its own.
- With the increase in sales, profitability, and repeatability from the Chowly Platform, Richard is ready to open his 4th and 5th locations to his growing breakfast empire.

"A customer told me, 'You're the #1 mom-and-pop breakfast spot near me.' They thought we were a national chain—just because we came up first on Google. That's when I knew our digital presence was really working for us."

**- Richard Penny,** Founder and Owner of Two Eggs!

3 locations in Atlanta, Georgia

## Conclusion

Two Eggs! is proof that independent restaurants don't have to play by third-party rules to grow. With the right platform behind them, operators can take control of their digital presence, protect margins, and scale on their own terms.

### Key Takeaways:

**Your digital storefront should work as hard as your staff.** If your website is working for you, you become self-sufficient. You don't need to rely on third-party apps to grow forever—just the right platform.

Two Eggs! proves that when your digital tools are built to scale, you can own your traffic, your margins, and your future profitability and success.



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*Check it out*