

The Top 10

Quick-Service Restaurants in the U.S.

September 2023



The Top 10

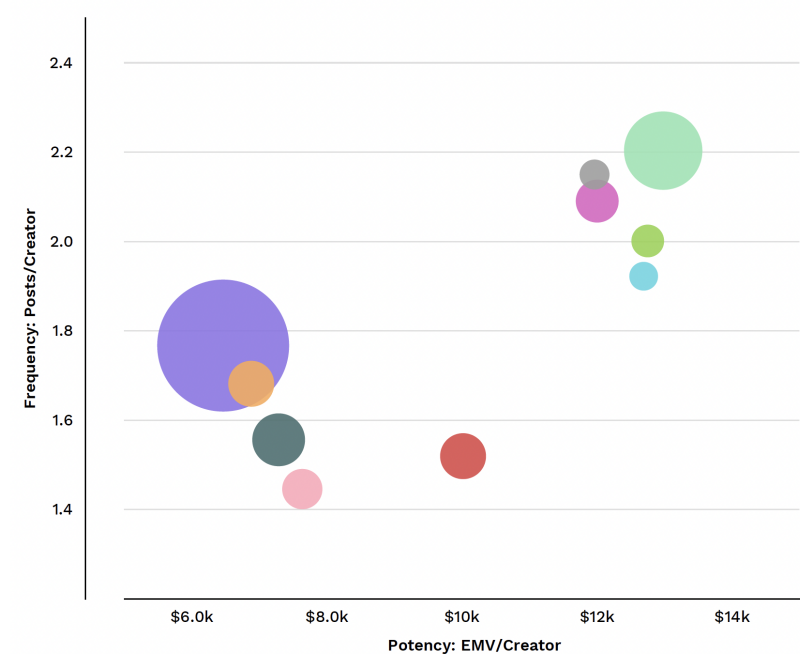
Quick-Service Restaurants in the U.S.

Competitive Set	Total EMV	MoM	YoY
Starbucks	\$36,481,165 <div></div>	▼ 7%	▲ 11%
McDonald's	\$25,811,505 <div></div>	▼ 16%	▼ 10%
Wendy's	\$7,131,914 <div></div>	▲ 102%	▲ 39%
Chipotle	\$6,823,650 <div></div>	▼ 1%	▼ 5%
Chick-fil-A	\$6,567,110 <div></div>	▼ 24%	▼ 13%
Taco Bell	\$4,693,846 <div></div>	▼ 44%	▼ 5%
Burger King	\$4,400,433 <div></div>	▼ 12%	▲ 20%
In-N-Out	\$4,002,768 <div></div>	▼ 0%	▲ 127%
KFC	\$3,458,411 <div></div>	▼ 18%	▼ 14%
Raising Cane's	\$3,376,683 <div></div>	▼ 32%	▲ 371%

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Community Metrics

Community Size, Frequency, and Potency for Quick-Service Restaurants



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Starbucks	5,641	-1%	1.8	-2%	\$6.5k	-6%
McDonald's	1,988	0%	2.2	0%	\$13.0k	-16%
Wendy's	594	53%	2.1	2%	\$12.0k	32%
Chipotle	681	-19%	1.5	9%	\$10.0k	22%
Chick-fil-A	901	-7%	1.6	-6%	\$7.3k	-19%
Taco Bell	682	-26%	1.7	-19%	\$6.9k	-24%
Burger King	345	5%	2.0	-4%	\$12.8k	-16%
In-N-Out	524	2%	1.4	-2%	\$7.6k	-2%
KFC	289	-12%	2.1	-9%	\$12.0k	-7%
Raising Cane's	266	-22%	1.9	2%	\$12.7k	-14%

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Brand Highlight



















A Closer Look at Quick-Service Restaurants



Wendy's, long recognized for its clever online persona, rolled out a sharp-witted campaign promoting its debut Pumpkin Spice Frosty, humorously dubbed "oh my gourd." The hashtag #PumpkinSpice became the brand's second most impactful in September, with 35 mentions translating to \$413.7k EMV. As Wendy's introduced its pumpkin-flavored Frosty for the first time, eager fans and autumn aficionados took to social platforms sharing their feedback on the novel dessert. New creators played a significant role in amplifying Wendy's message, accounting for a substantial \$5.1M EMV. Thanks to the campaign's momentum, Wendy's ended September on a high, posting \$7.1M EMV, a notable 102% month-over-month surge.

What is EMV?

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.

Posts by	Engagement via	On Platforms including
 Creators	 Comments	 Instagram
 Brands	 Tweets/Retweets	 Youtube
 Retailers	 Favorites	 Facebook
 Publications	 Likes	 Twitter
	 Pins/Repins	 TikTok
	 Shares	 Pinterest
	 Video Views	 Blogs

Glossary of terms

Community Metrics

- Community Size

The total number of creators who authored content about a brand within a given time period.
- Posting Frequency

The average number of posts authored per creator for a brand within a given time period.
- Creator Potency

The average amount of EMV driven per creator for a brand within a given time period.

Creator Tiers

- Powerhouse Creator

Creators with over 1M followers on their primary channel.
- Established Creator

Creators with 300k to 1M followers on their primary channel.
- Mid-Tier Creator

Creators with 100k to 300k followers on their primary channel.
- Micro-Creator

Creators with fewer than 100k followers on their primary channel.

Others

- Sponsored EMV

A post is labelled “sponsored” if it contains hashtags or language that denote a sponsorship, such as “#ad” or “#spon.”
- Engagements

The total number of likes, comments, and shares that content about your brand received.
- Reach

The total follower count of the creators who mentioned your brand.
- Impressions

How many times content about your brand was viewed by your creator community’s followers.