INDUSTRY: Take Out Restaurant
GOAL: Drive Foot Traffic to Store Locations

STRATEGUS
What's next in OTT/CTV advertising

Regional Take Out Franchise
Increases Foot Traffic With Connected TV Ads

12,195
STORE VISITS:
BY USERS WHO VIEWED THE CLIENT'S ADS

30.82%
INCREASE:
IN-STORE VISITS BY USERS WHO VIEWED THE CLIENT'S ADS

7.8
FREQUENCY:
AVERAGE NUMBER OF TIMES USERS VIEWED THE CLIENT'S ADS

OVERVIEW:

A regional pizza group wanted to drive awareness and generate foot traffic to 110 store locations in a top designated market area (DMA). Strategus recommended a 12-week Cross Device campaign that included Connected TV (CTV) ads coupled with display retargeting.

THE CHALLENGE:

The client had traditionally run local TV advertisements but had difficulty measuring the impact of their ad spend and ROI. They sought out to improve the measurability of their digital campaigns and understand what would drive traffic to their store locations. CTV had been introduced as a new tactic, but with limited experience they needed to quantify the ROI for future investments.

THE SOLUTION:

Strategus recommended the client run CTV ads within the DMA, accompanied with display retargeting ads to reinforce the message for users who had viewed the CTV ads. The campaign included a Foot Traffic Study to identify, and report on viewers who were exposed to the client ads and then later visited one of the 110 store locations.

FOOT TRAFFIC STUDY:

Measure client campaigns to understand how advertising drives in-store foot traffic, utilizing cross-device ID graph technology to identify users who have viewed a client ad and then later visited a store location.

THE SUCCESS:

The campaign was a resounding success, generating a 31% lift in store visits among users exposed to the client's ads!

12,195
OF CONFIRMED USERS
who viewed the client ads and visited one of their store locations

30.82%
INCREASED LIFT
in store visits among users exposed to the client's ads versus users not exposed to client's ads

7.8
FREQUENCY:
average number of times users viewed the client's ads

connect@strategus.com
720.259.0482