

CASE STUDY: FOOD & BEVERAGE

QSR looking to increase brand awareness and reach consumers of competing QSR restaurants.

Included multiple standard banner ad sizes.

QSR ran a 3-month campaign looking to drive more in-store diners.

Targeting tactics included audience targeting to people ages 25-54 and fast-food diners, competitive conquering through hyperlocal geofencing competitor locations, and site retargeting.

Impressions delivered: 1,500,000+

Creatives: Multiple display ads sizes

0.22%

CTR

1.5M+

Impressions
delivered

0.12%

Above industry
standard