

# CASE STUDY: FOOD & BEVERAGE

**New St. Louis QSR wanting to promote grand opening alongside OOH billboard promotion.**

Targeting tactics included geotargeting to a 5-mile radius around the new restaurant, as well as audience targeting to users who have shown purchasing behavior at competitive QSRs. Several creative messages were used, including “Countdown” ads which switched each day leading up to the opening as well as “Opening Monday”, “Opening Tomorrow” & “Opening Today”.

Budget: \$10,000

Impressions Contracted: 1,000,000

Impressions Delivered: 1,095,448

Creatives: Multiple display ad sizes

New Quick Serve Restaurant (QSR)  
in St. Louis DMA looking to create  
awareness around grand opening.

Included multiple display ad sizes.

**0.22%**

CTR

**0.12%**

Above Industry  
Standard

**2,400+**

Clicks to  
website