

Fast-Food Restaurant Brand Leverages TV Retargeting to Drive Awareness and Incremental Store Visits



CAMPAIGN DETAILS

- **VERTICAL:** QSR
- **AD TYPE:** All-Screen Video with TV Retargeting
- **FLIGHT:** 8/24/20 — 9/20/20

STRATEGY

In partnership with Tremor Video, the brand utilized All-Screen video with 1:1 ACR TV Retargeting data, powered by Alphonso, to execute the following targeting strategies:

- Retarget audiences of their existing TV meal promotion spot
- Target households not reached with their existing TV meal promotion spot
- Retarget audiences of competitor QSR brands' TV spots
- Retarget audiences of Casual Dining brands' TV spots

OBJECTIVE

Popular fast-food restaurant brand wanted to drive awareness around new meal product promotion while also increasing incremental store visits and overall sales.

RESULTS*

8.45%

Lift in Store Visits

94%

VCR

Lift in Store Visits measured by Placed (powered by Foursquare) based on Behavioral Lift analysis.
VCR measured by Tremor Video against TV Retargeting & competitive conquering tactics.