

CASE STUDY

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

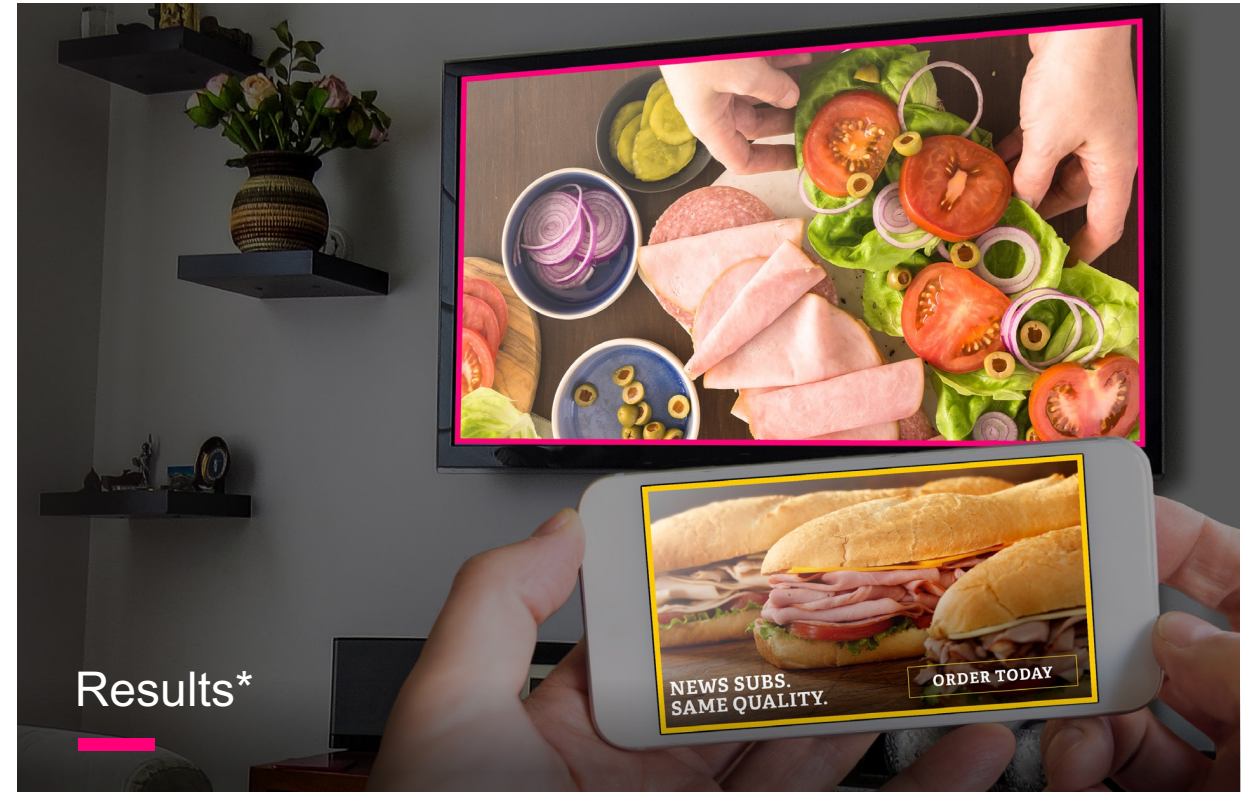
Objective

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

Strategy

In partnership with Tremor Video, the brand utilized All-Screen video with 1:1 ACR TV Retargeting data 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



Results*

▲ 8.45%

Overall Incremental Lift in Ad Recall*

94%

VCR on CTV

* 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.