



FOOD & BEVERAGE

HELPING DRIVE BUSINESS FOR A RESTAURANT CHAIN IN OHIO

 DAYTON, OH



GOAL

- The goals of this campaign were to drive a higher volume of online orders (pickup/delivery), as well as drive an increase in in-store foot traffic.

CHALLENGES

- This client was losing business to national chains so they needed to help keep up with the competition.

RESULTS

- Throughout the campaign, we were able to generate 3,400 clicks and a .13% CTR to the website, where users could then place their online orders. This engagement was driven mostly through the use of keyword retargeting.
- We also implemented a geo-fencing strategy to help increase awareness to potential customers who frequented national chains. This strategy generated 3,200+ physical conversions. We also saw that users who had visited these competitor locations and were served an ad, ended up being over 80% more likely to convert when compared to a user who was not served an ad.
- Another reason that we feel this campaign was so successful was the clients monthly update of creative.

3,400

CLICKS

.13%

CTR TO THE WEBSITE

3,200+

PHYSICAL CONVERSIONS

