

Fast Casual Restaurant Digital Campaign

CHALLENGE

A fast-casual restaurant wanted to run a digital campaign that showed how tracking online revenue for high-volume campaigns can lead to simple, effective, and profitable digital campaign optimization.

WHY TRACK ONLINE REVENUE?

Click-Through-Rate (CTR) ≠ Online Sales: Data indicates that CTR is not correlated to online sales.

Most People Don't Click the Ad: Studies show that while most users don't click an ad that does not mean the message was not received. Most who view the ad "catalogue" it for later. The digital ad maintains its effectiveness by keeping the advertiser at the top of the mind of users in their proximity.

SOLUTION

- 2 Month Campaign
- Analysis and Digital Campaign Optimization after first 30 Days of Campaign Data
- 78 Locations
- 20,000 Impressions/Location
- \$150/Location
- \$11,700 Monthly Investment

RESULTS

Month 1

\$19,556 Online Revenue
165.73% Return on Ad Spend (ROAS)

Month 1 Data Analyzed and Digital Campaign Optimization Updated According to Results

Month 2

\$36,663 Online Revenue (an 87.48% Increase)
310.70% Return on Ad Spend (ROAS) (a 144.97% Increase)