

CHALLENGE

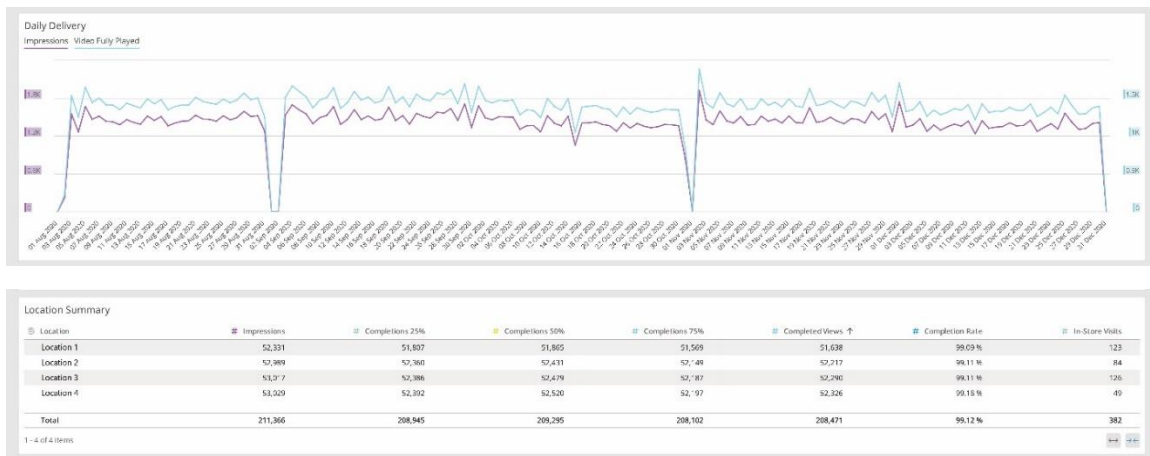
A national pizza brand franchisee wanted to increase their reach and add additional marketing channels to their standard marketing plan.

SOLUTION

After discussing with Triadex Services, it was decided to run CTV ads for their 4 locations during the last part of 2020. Ads ran from August 1, 2020 thru Dec 31, 2020.

RESULTS

During that time, their ads received over 200K Completed Views. This equaled a Completion Rate of 99.12%!



Additionally, In-Store Visits showed a steady increased through mid-November and maintained above average numbers throughout the end of the campaign.

