

How did a global quick-service restaurant use online video advertising to raise awareness of its new bakery products and drive traffic in select locations?

MAXPOINT SPOTLIGHT
Quick-Service Restaurant
(Ethnic Targeting)

Goal

Increase awareness of new bakery products to specific ethnic audiences and drive restaurant traffic in select Northeast locations.

Strategy

MaxPoint targeted neighborhoods that over-indexed for Hispanic and African American adults ages 18–49 in select Northeast DMAs. The Hispanic audience was served a combination of digital display and pre-roll ads in Spanish, and the African American audience was served a combination of digital display and pre-roll ads in English.

Results

The CTR for the campaign significantly exceeded the restaurant's benchmarks and the client increased the campaign budget due to the ads' success. With MaxPoint, 85% waste was eliminated.

Boston Targeted Campaign

