

# How did a national smoothie chain use digital advertising to launch new and seasonal menu items during specific time periods?

## Goal

Drive trial of new and seasonal menu items during specific times of day, week or season.

## Strategy

MaxPoint targeted digital ads to neighborhoods within eight miles of store locations in large metropolitan cities, such as New York City, San Francisco, and Los Angeles. The target audience included those shoppers ages 18–34 who purchase fresh fruits and vegetables and have a household income over \$75,000.

## Results

The client renewed four times with MaxPoint at more than three times the original budget. With MaxPoint's neighborhood targeting, 60% waste was eliminated.

## Los Angeles Targeted Campaign

