

How did a global quick-service restaurant use digital advertising to drive awareness around featured menu items in select markets?

Goal

Increase awareness of specific menu items and limited-time offers in nine markets.

Strategy

MaxPoint targeted neighborhoods that had high purchases of convenience foods and that over-indexed for adults ages 18–49 in nine markets. Ads were shown in only those neighborhoods within six to eight miles of the restaurant's locations.

Results

Radius targeting in specific markets led to a high CTR, and the client doubled its ad spend in campaign renewals. With MaxPoint, 55% waste was eliminated.

Idaho Falls Targeted Campaign

