



Near Research

PIZZA HUT DELIVERY

Research Case »

To test the engagement of mobile ads when shown blindly, with geo fence, and with geo fence with the mention of store name. CTR was the measure of engagement.



Research Customer
Pizza Hut Delivery



Research Location
Jakarta, Indonesia

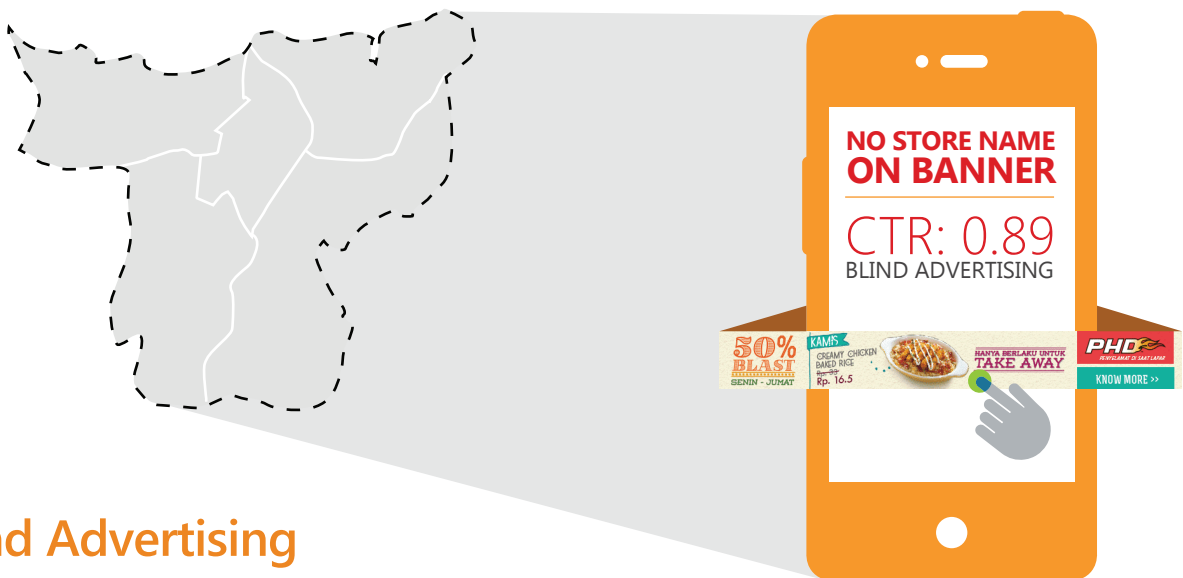


Research Sample
50k impressions per test case



Research Duration
7 days

Test Case 1: BLIND ADVERTISING



Blind Advertising

Mobile Ads were shown to all consumers
across Jakarta with NO GEO FENCE

Test Case 2: GEO FENCE ADVERTISING



Blind Advertising

Campaign run in selected 9 stores WITH
GEO FENCE of 5 Kms

Test Case 3: GEO FENCE ADVERTISING WITH STORE NAME

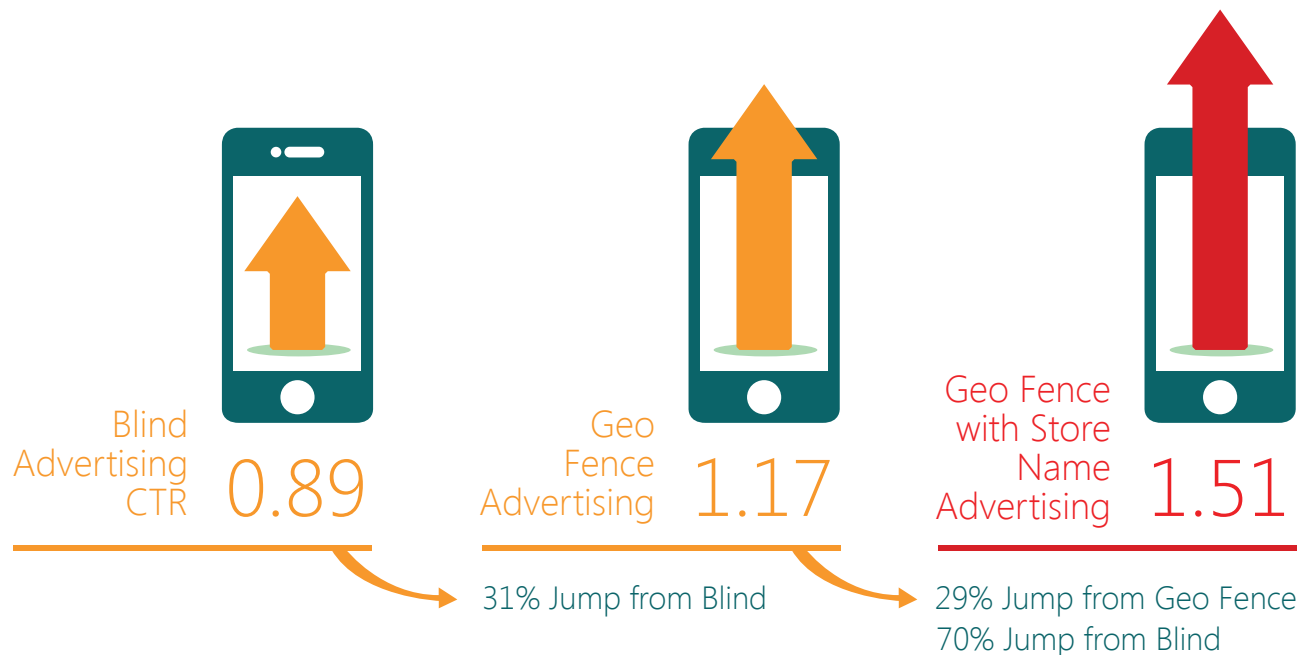


Blind Advertising

Campaign run in selected 9 stores
WITH GEO FENCE of 5 Kms

RESULT OF THE TEST CAMPAIGN

Targeted Mobile Advertising increased the Customer Engagement by 70% over Blind Mobile Advertising



AD CREATIVES

