

CASE STUDY

National Fast Food Chain Drives In-Store Traffic with Addressable OTT/CTV Advertising

Agency Overview

- Part of one of the world's largest advertising agency networks
- Looking to expand and improve their OTT/CTV advertising offering
- Interested in Addressable OTT/CTV advertising with foot traffic attribution
- Requirement for granular, in-depth reporting in addition to working with Placed for third-party measurement

Brand Overview

- National fast food chain with more than 2,100 locations in the U.S.
- Looking to drive in-store traffic across 43 markets
- \$175,000 budget over 10 weeks for programmatic OTT/CTV campaign

Results

237,000

Store Visits

\$0.74

Cost Per Store Visit

15:1

ROI

THE ADDRESSABLE OTT/CTV OPPORTUNITY

With OTT/CTV advertising revenue expected to grow 41% in 2019 from 2018 in the U.S. (Magna Global), big brands and national advertisers are jumping on board in large numbers. Recently, a digital media agency in one of the world's largest advertising agency networks was looking to expand their OTT/CTV advertising offering and improve performance. They were particularly interested in Simplifi's ability to target

individual households at the address-level with OTT/CTV ads, and attribute in-store visits from targeted households. They also needed a partner that could work with their third-party reporting partner, Placed.

DRIVE PHYSICAL FOOT TRAFFIC AT LOW COST PER STORE VISIT

The agency decided to utilize Simplifi's Addressable OTT/CTV solution to accomplish the goals of a national fast food chain client. The multi-location

QSR brand would benefit greatly from scaling a national campaign to reach a localized audience and attribute in-store traffic to the campaign. The brand decided to allocate a \$175,000 programmatic budget for OTT/CTV advertising with Simplifi. Their goal was to increase foot traffic to 2,100 stores across 43 markets nationwide.

HOUSEHOLD-LEVEL TARGETING

Simplifi, the agency, and the brand developed a strategy to increase foot

traffic into the fast food stores. First, Simpli.fi provided custom-curated address lists of more than 425,000 households in the desired markets based on key demographic and interest-based criteria to reach families who were likely to dine at fast food restaurants. The brand was focused on targeting users who have families – as opposed to individuals – because they would spend more money per restaurant visit.

The lists were uploaded to the Simpli.fi platform with a 97% match rate and Simpli.fi technology used GPS data paired with plat lines to automatically match these addresses to the exact physical location, shape, and size of each household. The system then built a geo-fence targeting zone around each address to capture users for retargeting

across all of the devices seen within each household. Next, the team built geo-fence conversion zones around each fast food store to track the number of users who were in a targeted household, were served an ad, and then visited a store.

OTT/CTV ADVERTISING WITH FOOT TRAFFIC ATTRIBUTION

The campaign featured OTT/CTV video creative to reach users with immersive streaming content primarily on large screens. 95% of the budget was allocated to large screen OTT/CTV devices with the remaining 5% reaching OTT/CTV content on mobile and desktop. The :15 and :30 second ads featured five different food products, allowing the brand to compare performance across creative and for Simpli.fi to optimize to the strongest

ads. Additionally, Simpli.fi's domain-level reporting allowed the advertiser to gauge key performance metrics across top publishers such as HGTV, Food Network, Weather Channel, and many more.

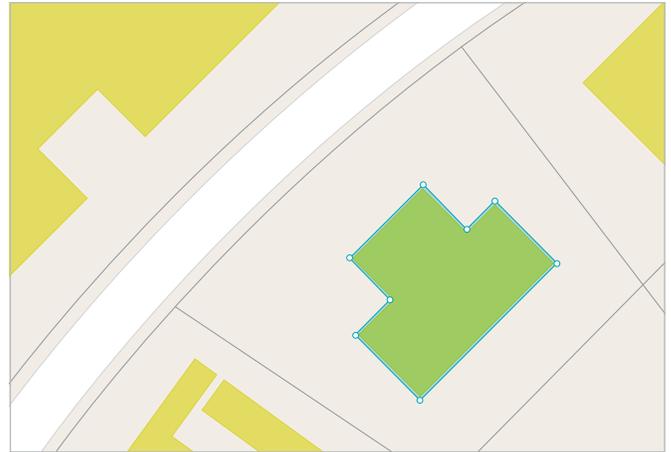
SUCCESS CONFIRMED BY THIRD-PARTY MEASUREMENT

The campaign ran for 10 weeks and succeeded with an overall Cost Per Store Visit of \$0.74 as measured by Placed. Overall, Placed recorded that Simpli.fi's Addressable OTT/CTV solution was able to deliver more than 237,000 store visits from the targeted locations. Based on Placed reporting, this resulted in a 15:1 ROI. Additionally, the agency and brand were pleased with Simpli.fi's proprietary cross-device reporting, which offered greater transparency and granular reporting in real-time.

ADDRESSABLE GEO-FENCING
425,000 Targeted Households



GEO-FENCE CONVERSION ZONES
2,100 Restaurant Locations



Interested in OTT?CTV advertising with foot traffic attribution?

Get in touch at hi@simpli.fi or contact your Simpli.fi representative.

Simpli.fi