

## CASE STUDY

# Multi-Location Quick-Service Restaurant Increases In-Store Visits with Simpli.fi

For multi-location restaurants, effective advertising isn't just about generating awareness. It's about driving action-focused, measurable results, like increased foot traffic and in-store purchases. Simpli.fi's location-based advertising solutions offer a distinct advantage by targeting consumers based on where they are as well as where they've been, so advertisers, like restaurants, can connect with customers near any of their locations. Recently, a multi-location quick-service restaurant, along with their advertising agency, partnered with Simpli.fi to drive visits to their 60+ locations throughout the western U.S. They sought to leverage Simpli.fi's hyper-local advertising solutions, like Addressable Geo-Fencing, to create individualized ZIP code-level targeting to reach users living near each of their locations.

**RESULTS**

12,768

In-Store Visits

\$1.70

Cost Per Visit

**CREATIVE TYPES**

Display

Video

**Tactics****Addressable Audience Curation and Geo-Fencing**

The advertiser utilized Simpli.fi's Addressable Audience Curation tool to create a custom audience in real-time based on location data, choosing from more than 3,000+ demographic variables. They focused on the audience with the highest likelihood of conversion by targeting individuals with a household income greater than \$70,000 within 100+ specified ZIP codes surrounding their restaurant locations. Simpli.fi's Addressable Geo-Fencing solution then automatically matched each address to the specific boundaries of the property plat lines and built target zones around each household. Simpli.fi served both the client's display and video ads across devices captured within each home.

**Conversion Tracking**

To measure the success of the campaign, Simpli.fi and the client collaborated to set up Conversion Zones around each of the client's 61 restaurant locations. Users who were served the client's creative, either display or video, and then visited any of the locations were attributed as a conversion. Additionally, the advertiser leveraged Simpli.fi's site conversion tracking to measure how many users were served an ad and then went back to the restaurant's website. The client utilized different pixels throughout their website to monitor which parts of their site users were viewing, including pages like their menu, catering information, and hours of operation, providing additional insights into audience behavior and campaign success.

**Results**

The client saw an additional 12,000+ visits to their restaurant locations attributed to the advertising campaign with Simpli.fi, resulting in a \$1.70 Cost Per Visit. Leveraging Simpli.fi's multi-location solution, the advertiser was able to activate a regional strategy with hyper-local impact, reaching customers near each of their restaurants. Following the completion of the campaign, Simpli.fi continued to monitor campaign attribution using a 30-day look-back window, resulting in additional restaurant visits. The advertiser extended their campaign with Simpli.fi throughout the following year to continue driving locals to their restaurant locations.

**Ready to drive in-store visits with Simpli.fi?**

Reach out at [hi@simplifi.com](mailto:hi@simplifi.com) or contact your Simpli.fi representative today.