

Fulfilling a QSR's Craving for Marketshare

A leading QSR (quick service restaurant) chain needed to reach existing customers online and measure the impact of their campaign. They partnered with Conversant to connect with the right audience and see the results for themselves.

BY THE NUMBERS



\$5.1M

total messaged revenue

196K

unique purchasers
(1.6 orders per person)

CHALLENGE

The QSR chain wanted to speak to existing customers and capture additional marketshare by engaging relevant consumers online. They also wanted to match online and offline sales back to the campaign, but they didn't have first-party data, so they needed a partner that could match their online impressions to offline actions.

SOLUTION

Using MarketView data—which allows us to understand consumers based on where, when and how much they spend—we found people who purchased from the QSR and three top competitors. We then reached them with cross-device video and display ads that featured messages, offers and menu items personalized for each individual. With our accurate consumer recognition and persistent connections, we measured the online and offline sales that these ads drove.

RESULTS

Our unique ability to continuously message existing customers and competitors' customers helped the QSR increase revenue and capture marketshare. In total, the campaign results included **\$5.1 million in total messaged revenue** and influenced **196,000 unique purchasers** (with an average of 1.6 orders per person).

Learn more



sales@conversantmedia.com

1.4%

average conversion rate

- Existing customers: 3.14%
- Competitors' customers: 0.57%

\$40

average return on ad spend

- Existing customers: \$75
- Competitors' customers: \$17