CONVERSANT ®

Fulfilling a QSR's Craving
for Market Share

A leading QSR needed to reach existing customers online but still measure the impact of their campaign. They partnered with Conversant to connect with the right audience and measure the marketing impact.

BY THE NUMBERS

$5.1M
total messaged revenue

196K
unique purchasers
(1.6 orders per person)

CHALLENGE

The QSR (quick service restaurant) chain wanted to speak to existing customers and capture additional market share by engaging relevant consumers online. They also wanted to match online and offline sales back to the campaign without first-party data, so they needed a partner that could not only reach their known customers online but also 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 consumers who purchased from the QSR and at three top competitors. We then targeted 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 market share. 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

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1.4%
average conversion rate

○ Current customers: 3.14%
○ Competitors' customers: 0.57%

$40
average return on ad spend

○ Current customers: $75
○ Competitors' customers: $17