

Case Study

Restaurant Chain Wins Low-Cost Visits with Diamond Media Solutions

Overview

A restaurant chain was looking to build brand awareness and drive in-person visits at a low cost per visit (CPV). It enlisted the help of Diamond Media Solutions to utilize Geo-Fencing with Conversion Zones technology to more precisely target its audience and track online-to-offline conversions with the goal of achieving a CPV of \$10.

\$6.96
CPV
Campaign
Result

Solution

The advertiser identified the key restaurants for which it wanted to increase visits and sales, as well as its top competitor locations. Our team then developed a comprehensive strategy of Geo-Fencing with Conversion Zones to target those competitors within a five-mile radius and then measure offline conversions to the advertiser's restaurants. After launch, Diamond Media Solutions and our multivariate algorithms worked to further optimize the campaign by shifting budgets to improve the CPV and by adjusting the dayparting to align with the restaurants' hours of operation.

0.22%
CTR
Campaign
Result

Results

Over the month-long campaign, Diamond Media Solutions was able to deliver 1,707 offline conversions, which represents the number of individuals who entered a target fence, were served an advertisement, and then visited the advertiser's restaurant. This resulted in a CPV of \$6.96, exceeding the initial goal of a \$10 CPV. Finally, the campaign resulted in a high CTR of 0.22%, more than doubling the industry average CTR of 0.08% - 0.10%.

