Hyper Local Conquesting for a Mediterranean Restaurant
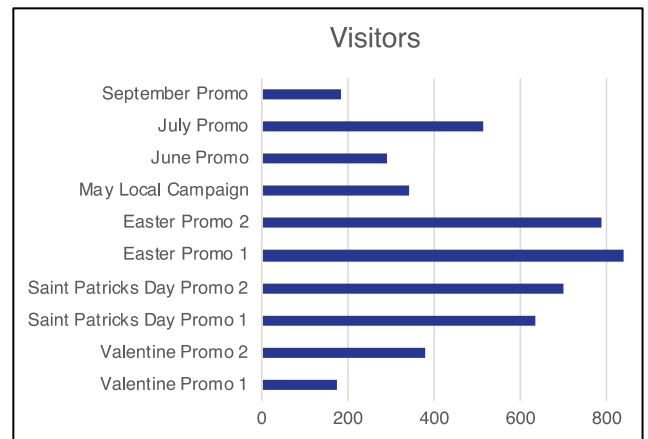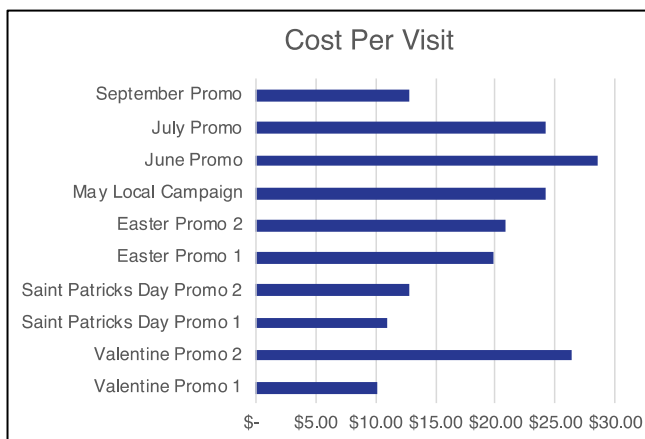
Goal: Drive Foot Traffic to a local restaurant.

Channels

- Banner ads for Holiday promotions
- Web, Mobile-Web and In-App inventory

Targeting

- Geo Targeting: San Diego, DMA
- OnSpot Commercial Address Audience: An audience was built using a list of addresses of competitor restaurants to target users that had visited those locations in the last 6 months.

- OnSpot Look-Alike Modeling: Expanded the Commercial Address Audience to reach users with similar demographic, behavioral and location data as the users that visited the competitors.
- Food & Drinks Site List Targeting (on some of the Web campaigns)

Cost Per Visit

September Promo	
July Promo	
June Promo	
May Local Campaign	
Easter Promo 2	
Easter Promo 1	
Saint Patricks Day Promo 2	
Saint Patricks Day Promo 1	
Valentine Promo 2	
Valentine Promo 1	

$- $5.00 $10.00 $15.00 $20.00 $25.00 $30.00

Visitors

September Promo	
July Promo	
June Promo	
May Local Campaign	
Easter Promo 2	
Easter Promo 1	
Saint Patricks Day Promo 2	
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Valentine Promo 2	
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0 200 400 600 800

Results

- From February to October, we drove 4,832 total attributable visitors to the restaurant
- $19.02 average cost per visit
- 1.21% in store visit rate
- 0.16% overall CTR & $6.08 CPC