

Quick Service Restaurant

TikTok Campaign drives brand awareness and sells out inventory for Quick Service Restaurant

THE GOAL

In the midst of a global pandemic, a quick service restaurant decided to launch two new stores in Philadelphia and Dallas. The restaurant was looking to increase in-store traffic, online sales, and overall brand awareness.

THE CHALLENGE

But there was a problem: the chain didn't know how to pinpoint and reach real people or measure their campaign success.

THE SOLUTION

To reach the right people, we utilized our superior audience data to create a custom audience and deployed a month long campaign on TikTok and supported the campaign on Facebook, Display and Email. We proved our performance through POS matchback attribution reporting.

That's where BRIDGE comes in. ◦

APPROACH

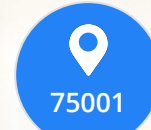
Custom Audience of REAL People

We worked with the quick service restaurant to create a target audience of potential new customers for **their two new locations**. Not only did each location have their own target audience, but they also had their own campaign tailored JUST for them.

We tapped custom profiles of more than 250M US consumers, based on carefully verified information from registered email addresses and more than one billion devices.

The information was filtered to create a **custom audience of 16K individuals** who consider themselves to be Foodies located in select zip codes in Philadelphia and Dallas.

Tania L.



Verified profiles of **real people**.

APPROACH

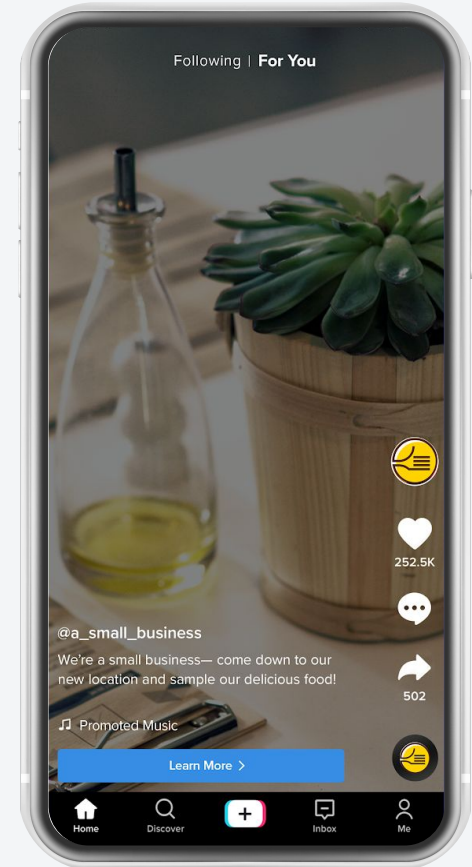
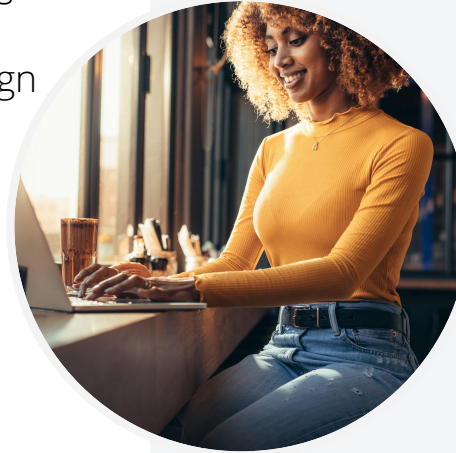
Deliver Message Across TikTok

Once we built out the Quick Service Restaurants' custom audience, we activated an optimized campaign on TikTok and supported the campaign on these channels:

- + Email
- + Facebook/Instagram
- + Mobile Display
- + Desktop Display

We ran two different creative flights and targeted these messages based on customer interest and behavior.

We emphasized mobile delivery which powered our POS Matchback reporting.



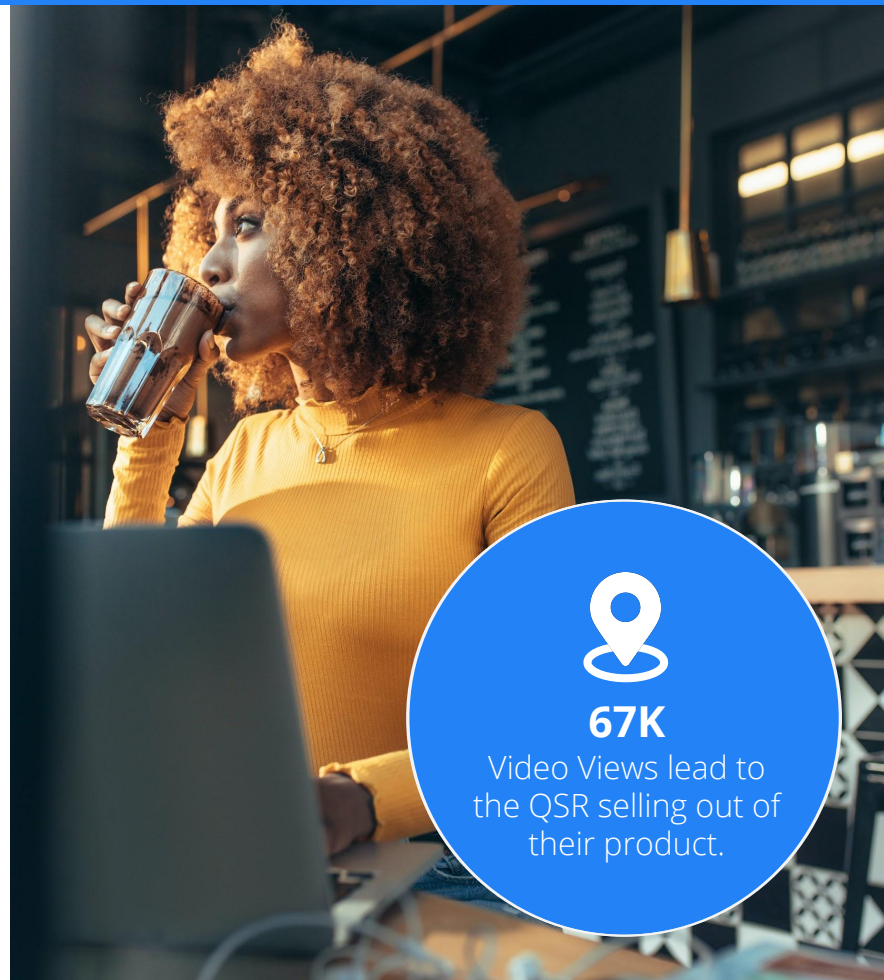
RESULTS

Campaign Success

We measured high engagement metrics on Facebook, Email and Display but **TikTok drove the majority of sales and revenue.**

With our advanced **POS Matchback** reporting, we were able to generate 71K impressions reaching an audience of 16K through our TikTok campaign.

Our strong emphasis on mobile delivery enabled us to directly link **67K video views** resulting in a full sell out of their product.



67K

Video Views lead to the QSR selling out of their product.

CONCLUSION

Proof of Performance

- + Great sales team across markets
- + Built a strong custom audience for each market based on our award winning data
- + We know people across the digital landscape
- + TikTok campaign led to a full sell out of Quick Service Restaurant's products
- + Led to customers opening wallets and great return on investment

**16K**

Audience Size

**71K**

Impressions

**395**

Clicks

**67K**

Video Views

Make the most of **every ad dollar spent.**

Quick Service Restaurant

+ TIKTOK + EMAIL + CUSTOM AUDIENCE + BUDGET-BASED

CHALLENGE

In the midst of a global pandemic, a Quick Service Restaurant decided to launch two new stores in Philadelphia and Dallas. The restaurant was looking to increase in-store traffic, online sales, and overall brand awareness.

APPROACH

To reach the right people, we utilized our superior audience data to create a custom audience and deployed a month long campaign on TikTok and supported the campaign on Facebook, Display and Email. We proved our performance through POS matchback attribution reporting.

TARGET AUDIENCE

We tapped custom profiles of more than 250M US consumers, based on carefully verified information from registered email addresses and more than one billion devices. The information was filtered to create a custom audience of 16K individuals who consider themselves to be Foodies located in select zip codes in Philadelphia and Dallas.



BRIDGE

CASE STUDY | QSR

THE RESULTS

Attribution Tools Used:

+ POINT OF SALE MATCHBACK

We measured high engagement metrics on Facebook, Email and Display but TikTok drove majority of sales and revenue.



67K Video Views

With our advanced POS matchback attribution solution, we were able to directly link 67K video views from our TikTok campaign.



SOLD OUT OF INVENTORY

We generated 71K impressions and reached 16K people which led to a full sell out of the Quick Service Restaurants' product.