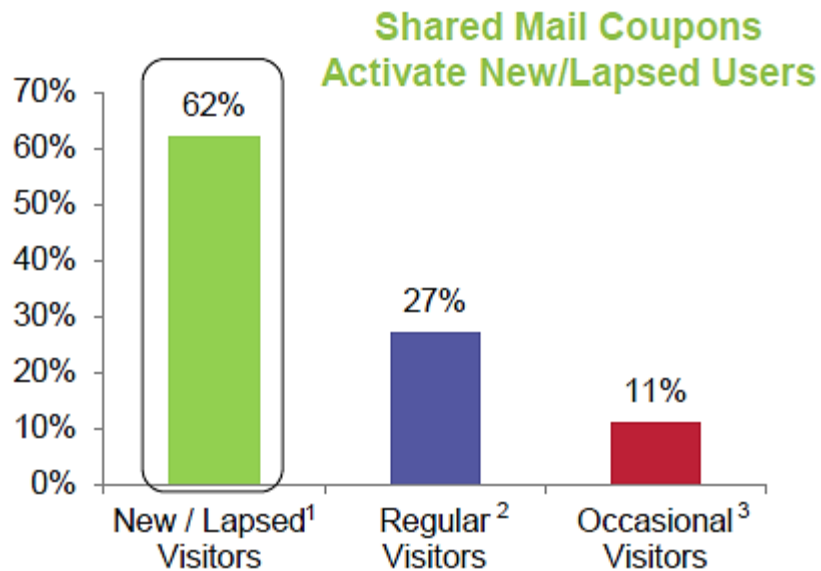




SUCCESS STORY

National QSR brand gains new/lapsed customers



1. Have not visited in last 60 days
 2. Have visited in the last 30 days;
 3. Have visited in the last 60 days



11%

Traffic Lift

CAMPAIGN SAW

Double Digit

Foot Traffic Lift attributed to Shared Mail Inserts & coupon redemption



62%

New/Lapsed Customers*

About Client

Large national QSR brand looking to drive profitable sales and drive store traffic by activating new and lapsed users

Client Situation

With declining sales and traffic figures, client required a highly-targeted advertising strategy to drive awareness and store traffic among new users while re-engaging lapsed users

Strategy

- Identified best geographies around store locations to activate consumers in nearby neighborhoods
- Delivered compelling and profitable coupon offers to drive activation
- Measured the difference in visit rates between control (non coupon group) and exposed group (delivered coupon offer group)
 - Shared Mail Inserts