

ADVANCED
CONTEXTUAL



QUICK SERVICE RESTAURANT CASE STUDY

- Fast Food: Late Night Menu

QSR CASE STUDY

ACHIEVING QSR GOALS BY FINDING HUNGRY AUDIENCES READING RELEVANT CONTENT



OBJECTIVE

Quick Service Restaurant wanted to generate awareness of their late-night menu using display, mobile, & video creative.

STRATEGY

Advanced Contextual found consumers who would be interested in late night foods using the following Content Targets™:

- Munchie Foods
- Late Night Entertainment
- Gaming
- Concerts & Shows
- Humor & College Lifestyle

Then our Optimization Team optimized towards CTR & VCR goals, as well as the Content Targets™, media types, & ad sizes that were performing best.

RESULTS

Successfully reached the QSR's target audience & discovered that Munchie Foods and Gaming were the top performing Content Targets™. Achieved the client's KPIs, delivering an average 0.09% CTR across desktop & mobile and 70% VCR for video, exceeding their benchmarks of 0.08% CTR and 65% VCR. Advanced Contextual's proven performance resulted in multiple campaigns.



0.09%

CTR
ACROSS DESKTOP & MOBILE

70%

VCR
ON VIDEO PLACEMENTS