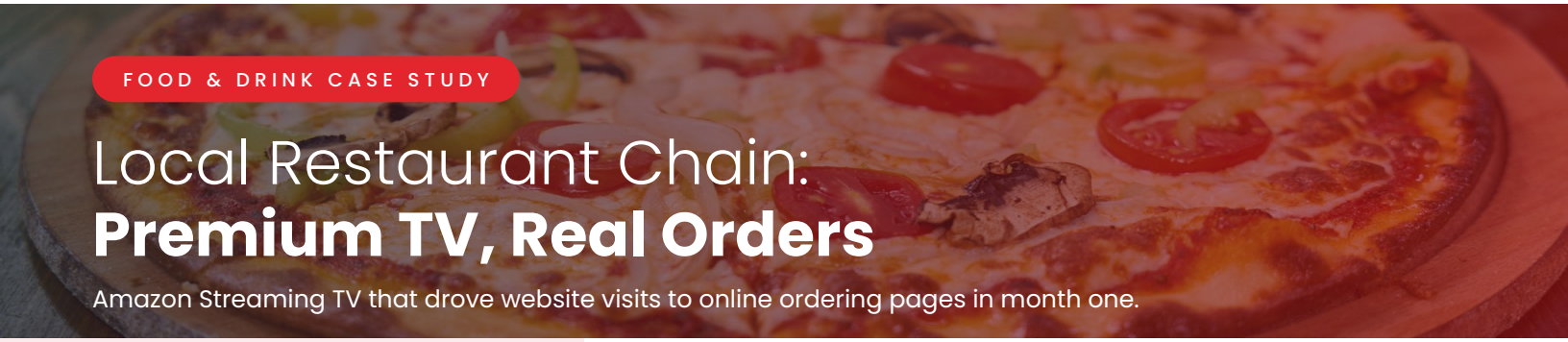


FOOD & DRINK CASE STUDY

# Local Restaurant Chain: **Premium TV, Real Orders**

Amazon Streaming TV that drove website visits to online ordering pages in month one.

## OVERVIEW

**Client**
Local restaurant chain, three locations

**Campaign length**
One month

**Monthly investment**
$4,000

**Products used**
Amazon Streaming TV: Prime Plus

## OBJECTIVE

Build brand awareness and drive qualified website traffic to increase online food orders.

**98.5%**
of viewers watched the full ad.

## STRATEGY AND SOLUTIONS

We ran **Amazon Streaming TV: Prime Plus** to place the restaurant's ads in a premium, high-trust environment.

Running alongside **major national brands and top-rated shows** boosted the restaurant's credibility and visibility.

Results came quickly: **136 high-value website visits** in the first month, including direct visits to each location's online ordering page.



## RESULTS

**136**
post-view conversions

**98.5%**
completion rate

**46.5K**
impressions

**Want local customers to see you like a national brand?** Premium streaming TV makes it possible.



Results from a single advertiser; individual results vary.