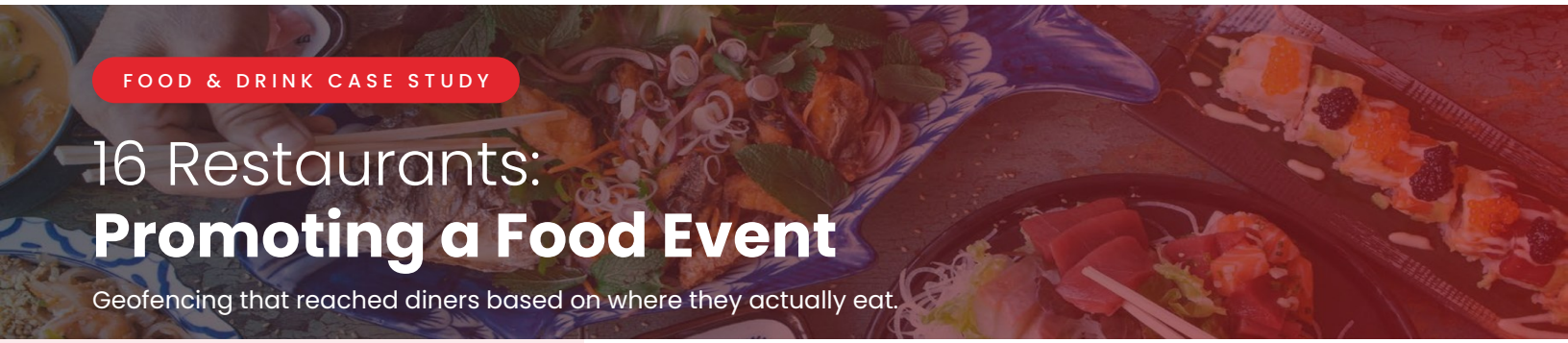


FOOD & DRINK CASE STUDY

# 16 Restaurants: **Promoting a Food Event**

Geofencing that reached diners based on where they actually eat.

## OVERVIEW

**Client**
Group of 16 participating restaurants

**Campaign length**
One month

**Geography**
Urban metro area

**Investment**
$1,500

**Products used**
Device ID Geofencing

## OBJECTIVE

Build awareness for a multi-restaurant promotional event by reaching people with a proven interest in Japanese and Asian cuisine.

**0.10%**
click-through rate, above the 0.06–0.08% display benchmark.

## STRATEGY AND SOLUTIONS

We used **Device ID Geofencing** to build an audience of people who had recently visited **Japanese and Asian restaurants** in the metro area.

Basing the audience on **real-world dining behavior** instead of demographic guesses meant every impression reached someone already likely to enjoy the event.

The results showed geofencing is a highly effective way to promote **multi-location food events**, maximizing visibility with no budget wasted on unlikely diners.



## RESULTS

**131,959**
unique visitors reached

**87,273**
impressions served

**87**
clicks

**0.10%**
click-through rate

**Planning an event or promotion?** We'll reach the people who already love what you serve.



Results from a single advertiser; individual results vary.