



# LUMENAD

## LumenAd Drives Down Cost-per-Store Visit for Quick Service Restaurant Chain

Advertiser:  
National Quick-Service  
Restaurant Brand

Channels:  
Facebook, Advanced TV

### The Goal

A national quick-service restaurant brand wanted to improve its month-over-month and year-over-year sales across markets in one geographically diverse state. The agency of record reached out to LumenAd to assemble a strategy that would supplement the restaurant chain's traditional radio and TV buys with digital buys.

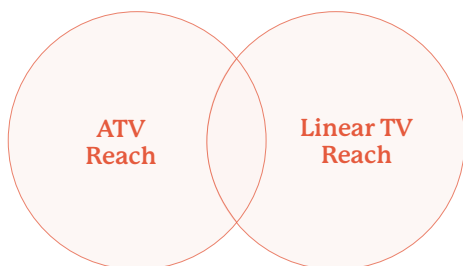
### The Solution

Together, LumenAd and the agency developed a plan that would enhance reach and drive down the cost-per-store visit.

First, with the aim of capturing the cord-cutter audience, LumenAd and the agency partner, structured advanced TV buys that lined up with the traditional TV buy schedule. This strategy allowed the team to take a holistic view of all video advertising across digital and traditional channels. Too often, agencies miss out on comprehensive reach opportunities by planning for these channels in silos.

LumenAd was employed to:

- + Strategically optimized Advanced TV bids by network to ensure ad placements were balanced across networks.
- + Purchase a mix of connected TV and full-episode player placements and ensure they met high-viewability standards.



Second, the team set up a yearlong social campaign that was focused on hitting a cost-per-store visit KPI of \$2.

- + LumenAd leveraged its relationship to participate in Facebook's cost-per-store visit beta program, optimizing specifically toward this KPI.

- + LumenAd recommended more frequent creative swaps, which resulted in increased performance. Every month, the agency delivered a handful of fresh creatives to avoid creative fatigue among desirable audiences. The LumenAd team then optimized to the best-performing creative and audiences, which helped the campaign enjoy sustained performance and meet the KPI.

### The Result

Together, LumenAd and the agency were able to drive a sales growth of 7%. When the agency took over the campaign and employed LumenAd, YoY sales were down -5%. The duo successfully ended the year at +2% with an overall 7% growth.

- + The campaign increased in-store traffic and achieved a cost-per-store visit of \$2 in all markets, and less than \$2 in many markets.

The team was also able to help the restaurant chain get more from their TV spending by amplifying their audiences across Advanced TV.

- + LumenAd monitored Full Episode Player completion rates and optimized them to stay above 90%, ensuring the ads were on high-quality inventory with relevant audiences.

Because the LumenAd software is able to ingest traditional data, the agency was able to deliver true cross-channel reporting at regular intervals.

- + The LumenAd team delivered high-touch service by integrating traditional metrics (from Strata) alongside digital metrics. The agency team was able to deliver high-quality and comprehensive reporting.

### Did you know?

- + Around 40.2 million households in the U.S. are cord cutters.
- + The definition of Advanced TV is broad, but can be condensed as: television content that is not delivered through traditional models.
- + Thanks to the premium content Advanced TV offers, you're almost guaranteed a captive audience for your ads. Completion rates for Connected TV ads (a type of Advanced TV advertising) can be as high as 98%, according to Comscore and Nielsen.

Have a QSR client? We can help! [contact@lumenad.com](mailto:contact@lumenad.com)