Campaign Goals:

Reboost sales among Millennials
Promote its new line of breakfast deals

Campaign Overview:

Targeted mobile advertising was delivered in popular mobile apps during breakfast time Monday to Friday and all day on weekends.

Based on the user’s location, they were shown a map that highlighted the route to the nearest McDonald’s restaurant.

To ensure geotargeting happened effectively, the campaign utilized location polygons, in which geographic boundaries are narrowly defined over traditional circular mapping technology to prevent spillover and ensure fine-tuned accuracy in location targeting.

In order to effectively connect its mobile in-app advertising efforts with in-store visits and sales, footfall attribution technology was used.

Campaign Results:

23% Increase
In Store Visits
70 Cents
Cost Per Store Visit
3% Sales Increment
In Core Product

4% Increase
In Overall Sales
30% Increase
Units Per Thousand Families

Unique Behavior Insights

Families Visit on Weekends
Millennials & Business Professionals Visit During Weekdays

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