



Case Study



Campaign Goals:



Boost sales among Millennials



Promote its new line of breakfast deals



Campaign Overview:



Targeted Mobile Advertising: Ads were shown 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 leveraged 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

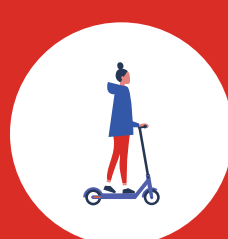
4% Increase
In Overall Sales

30% Increase
Units Per Thousand

Unique Behavior Insights



Families
Visit on Weekends



Millennials & Business Professionals
Visit During Weekdays

