

Major Restaurant Chain Finds Success with InMobi in Driving Incremental In-Store Visitors

With Interactive, Geo-Specific Mobile Advertising

About

Since 2018, one of the largest and most iconic casual restaurant chains in the world has worked with InMobi to boost foot traffic at its U.S. locations among millennials. The programmatic in-app advertising campaigns have been hugely successful, with video ad completion rates routinely over 80% and high engagement rates, contributing to incremental footfall overall in the organization's U.S.-based locations.

Context

In order to drive more foot traffic to its U.S. locations, the restaurant began working with InMobi in April 2018 to run advertising within major mobile apps. The brand also wanted to see an incremental lift in sales for those same stores.

InMobi ensured that the creatives would only run for people who were physically close to a restaurant.

Approach

The team worked with InMobi to develop a multi-pronged strategy designed to improve sales at its locations. By leveraging the GPS coordinates of all of its restaurant locations, InMobi ensured that ad creatives were only seen by people physically close to a restaurant. This geotargeting was critical to the success of the campaign, helping to drive immediacy and quick action.

The geolocation data was further refined and defined through the use of highly targeted polygons, which outline a building's geometry in great detail. Essentially, a polygon draws a defined boundary around a specific physical location. In contrast, standard geofencing just develops a set radius around a point and can create unintended spillover. For example, for restaurants located in highly defined settings like airports, polygons ensure that those who

Approach

just happen to be nearby are not accidentally or unnecessarily shown geotargeted ads.

Campaign creatives included vertical and horizontal video highlighting the restaurant's latest promotional offers, with dynamic end cards featuring a map showing where the nearest restaurants are located. This format was selected as it allowed the brand to run high-impact, TV-like video ad creatives that also actively supported their geolocation goals. Video was a key part of the campaign's success, as mobile video ads have click-through rates that are 34% higher than native ads and 56% higher than banner ads.

The campaign specifically targeted people aged between 18 and 34, as this is the demographic that is most undecided about choosing a dining destination. A mobile in-app ad campaign was chosen specifically for this audience; Americans in this age bracket spend more than two and a half hours a day on mobile devices, which translates to over 85 hours a month using apps.

The campaign was executed programmatically. This ensured maximum scale, reach, oversight and transparency, without having to manually execute and manage every element of this nationwide campaign.

Viewability was a key component of their ongoing efforts as well.

The brand's team wanted to be sure that only its target audience was seeing the ads, and that all views were independently verified. At different points in the campaign, technology from IAS and DoubleVerify was used to guarantee viewability.

Results

The restaurant has seen fantastic results from its programmatic in-app advertising campaigns with InMobi. Overall, engagement rates for its ads averaged over 1%, with ads averaging 85% viewable according to third-party verification. And, video ad completion rates frequently topped 80%.

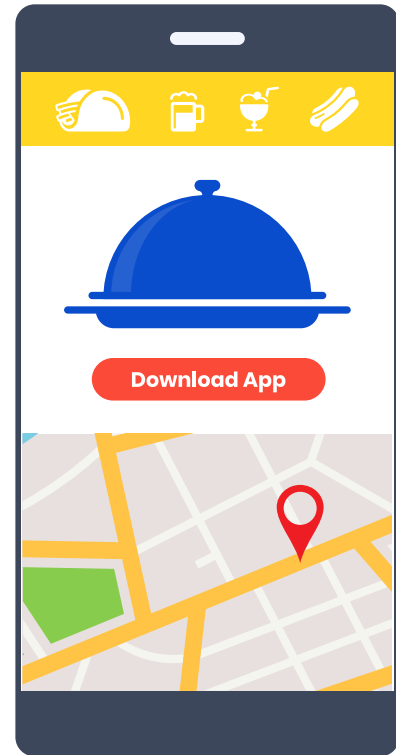
The work since April 2018 has also helped the brand's team better understand the needs of mobile-first audiences. While the restaurant chain has decades of experience with radio and television advertising, the mobile app space is much newer for them. But, thanks to the campaign and insights from InMobi Audiences, they now have a much better idea of how to run in-app campaigns. For instance, through this ongoing effort, they found that vertical video routinely performed 5% to 10% better than horizontally aligned video ads.

Video ad completion rates frequently topped 80%.

Future Plans

After seeing a full year of success from this programmatic in-app advertising campaign, the restaurant chain's marketing team plans on expanding the scope of their campaign. In 2019, in addition to targeting ads to people located near their own locations, they will also run creatives targeting likely shoppers located near their competitors' locations.

Through the industry-leading data and insights available through InMobi Audiences, the brand's mobile ads only appear when someone is located near a competitor's location, thanks to the accuracy of InMobi polygons. And, the built-in personas available through InMobi Audiences will allow the restaurant brand to only show ads to people who are more likely than the average person to dine at a quick-service or fast-casual restaurant.



**Average Ad
Viewability Rate**

85%

**Vertical video routinely
performed 5% to 10%
better than horizontally
aligned video ads.**