

## Wendy's

Sees In-App Video Ad Completion Rates Over 90% Thanks to InMobi, Spark Foundry



### Context

As part of its ongoing marketing and promotions efforts in the U.S., leading quick service restaurant brand Wendy's wanted to complement its television campaigns with in-app video advertising. Thanks to the expertise of InMobi and Spark Foundry, Wendy's has achieved video ad completion rates that were well over 25% better than their initial expectations.

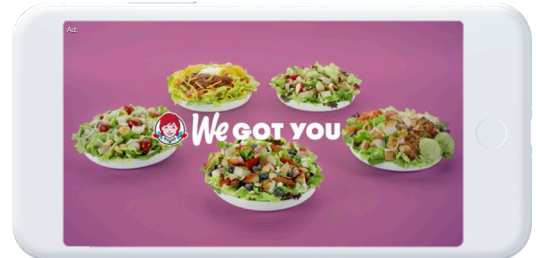
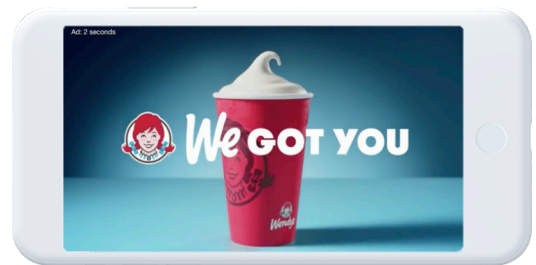
### About

As the principal subsidiary of The Wendy's Company, Wendy's is an American international fast food restaurant chain that has been delighting customers worldwide with its fresh hamburgers, Frosties, chicken nuggets and more since 1969. Based in Ohio, Wendy's the third largest hamburger chain in the globe.

Spark Foundry is a global media agency brand within Publicis

### About

Media, a key division of Publicis Groupe. Spark Foundry's bold vision harnesses a startup spirit with a powerhouse soul that melds an entrepreneurial, innovative business approach with the full resources, capabilities and marketplace clout of Publicis Media. With a global footprint across 50 countries, the agency helps the world's biggest brands meet and exceed their overarching advertising and marketing goals.



## Campaign Overview

Television has long been central to the marketing and outreach strategy at Wendy's, with the brand having run TV ads for over four decades. But as mobile devices become increasingly popular, Wendy's wanted to make sure it was enhancing its ongoing television campaigns with in-app video advertising.

For the past few years, Wendy's has turned to the in-app experts at InMobi and Spark Foundry for its mobile efforts. Wendy's was primarily concerned with increasing and entrenching brand awareness across the U.S. among those aged 18 to 49.

They measured campaign effectiveness by carefully tracking video ad completion rates, ensuring mobile ads were viewable above industry standards and effectively reaching target consumers. To ensure maximum reach and campaign effectiveness, all video ads are bought and run programmatically.

## Campaign Results

Overall, Wendy's has been extremely satisfied with the results of its in-app video advertising efforts. Initially, the brand was aiming for video completion rates of at least 70%.

## Campaign Results

However, thanks to the expertise and supply optimization offered by InMobi and Spark Foundry, Wendy's was able to see video ad completion rates well over 80-90% throughout the lifetime of the partnership.

## Next Steps

For the past two years, Wendy's has kept its in-app video ad spending largely steady quarter over quarter, as they have been and continue to be impressed with the quality of their mobile video campaigns. Going forward, Wendy's is interested in continuing to leverage InMobi's in-app reach and expertise to reach target audiences with a greater propensity to purchase from and be loyal to their brand.

