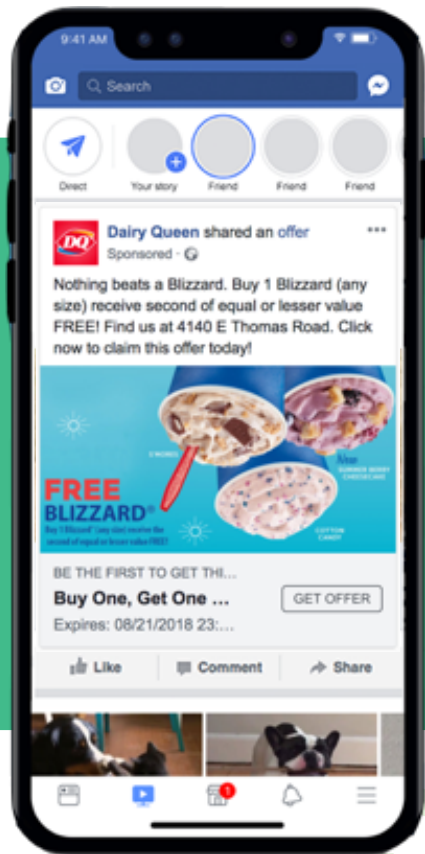


# Success Story

## The Dairy Queen



# Who?

A local Dairy Queen looking to increase distribution of their special offers and coupon in their market.

# Strategy

Using our guided **Sales Tool**, our partner's sales team easily created the best possible **campaign**: hyper-targeted within a 5-miles from the advertiser's location, to be served to people more likely to eat at QSRs, selecting a package with enough guaranteed reach to hit enough people in-target in the area in order to ensure optimal effect of the campaign.

An **engaging ad creative with clear offer and call to action** was designed by our **creative team** so that targeted users could be engaged with the campaign and had clear instructions on how to reach the restaurant and claim the offer. Users who saved the offer were also notified when they were in the proximity of the shop and when the offer was about to expire.

The campaign ran with our unique **Reach & Clicks model** with the landing page promoting the download of a coupon. Our optimization algorithm learns over time and targets people more likely to interact with the campaign based on past interactions, increasing further the campaign performance on the long run.

# Results

**\$975**

Investment  
(\$325/mo for 3 months)

**42,318**

People Reached

**1,312**

People saved the offer to claim it at the location

**4 Locations**

Joined the program due to the success of the first campaign, 20 more in discussion