

Case Study: TV-to-Location Attribution

Challenge

A quick-service restaurant needed a way to optimize their linear TV ad spend. They were looking for a solution to optimize their TV ads to drive visits to its locations.

- Improve store visitation
- Understand ideal frequency to drive visits

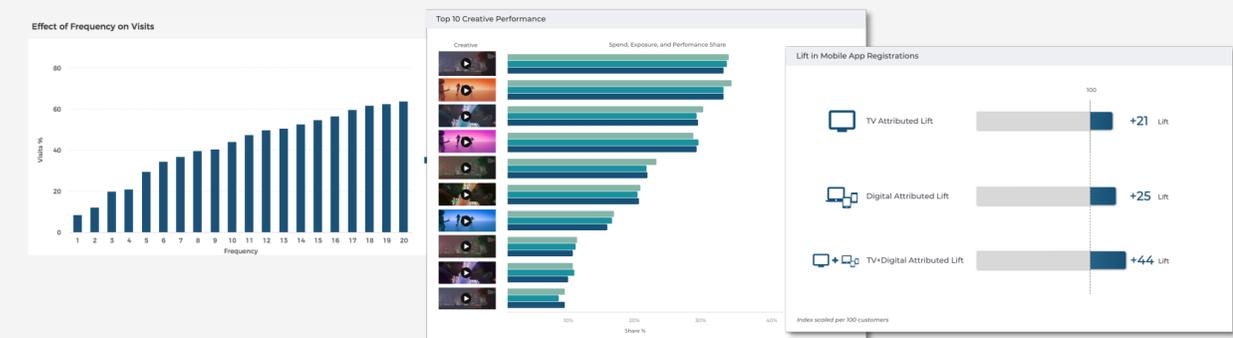
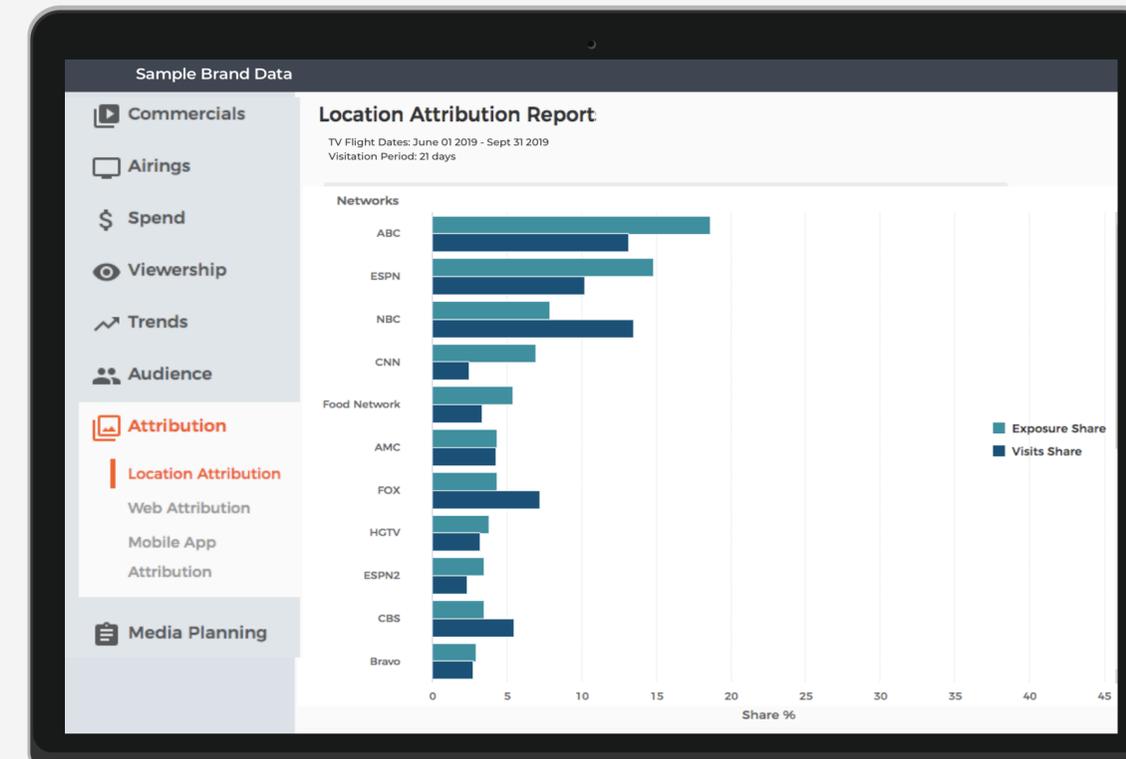
Solution

Alphonso complemented its TV ad exposure data set with location data, to connect the dots between TV ad exposures and store visitation at an aggregate household level. Lift in visitation is determined by comparing exposed and unexposed groups. Every two weeks, the company adjusted its TV buys using the data provided in their self-serve Alphonso Insights dashboard.

Results

Applying Alphonso Insights resulted in improving the visitation rate and reducing waste on non-performing tv ad airings

- Improved store visitation by 43%
- Realtime reach and frequency analysis to optimize their TV ad buys
- Performance-based optimization for TV buys and data-driven TV media planning



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