

# QSR Case Study

Brand Awareness + Driving  
Location Visits

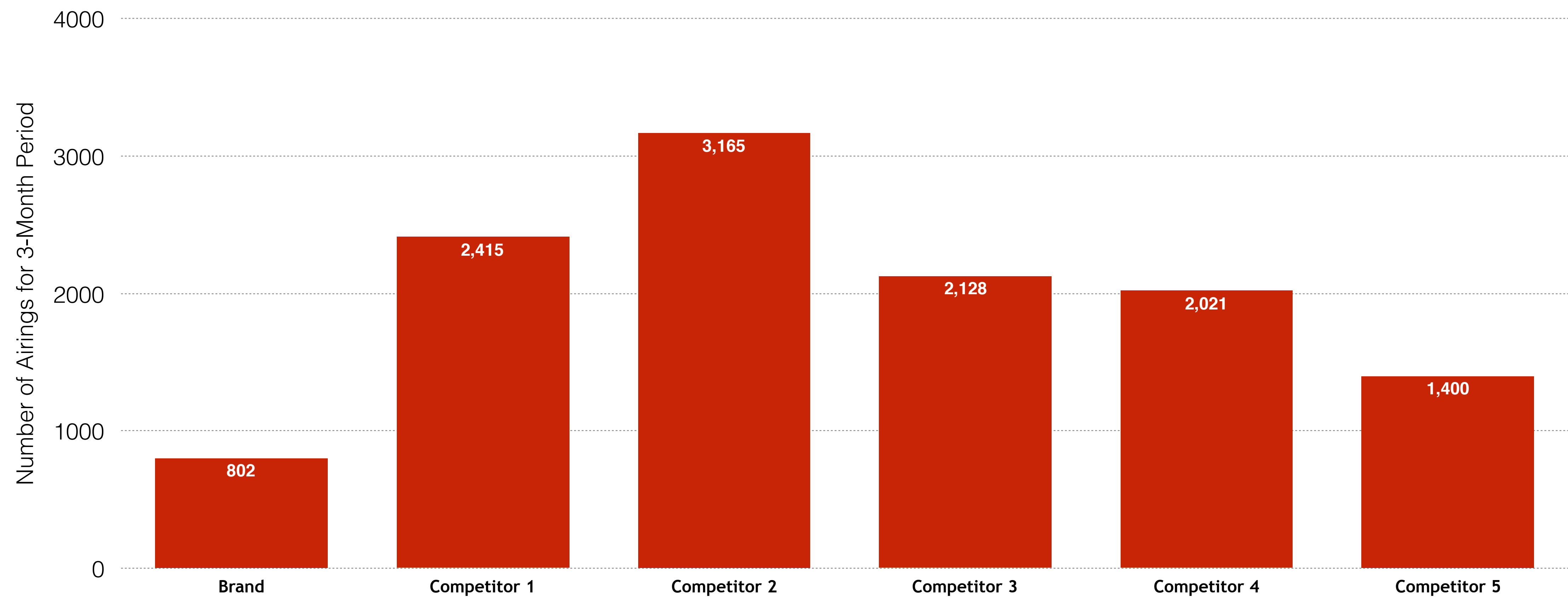
**alphonso**   
The TV Data Company

**TREMOR**  
**VIDEO**DSP  
A TAPTICA COMPANY



# The Challenge

A major ice cream chain was having a difficult time capturing share of voice. In its category, the brand significantly lagged its key competitors in total airings. The quick service restaurant needed a way to compete cost-effectively to increase brand awareness and improve brand recall.

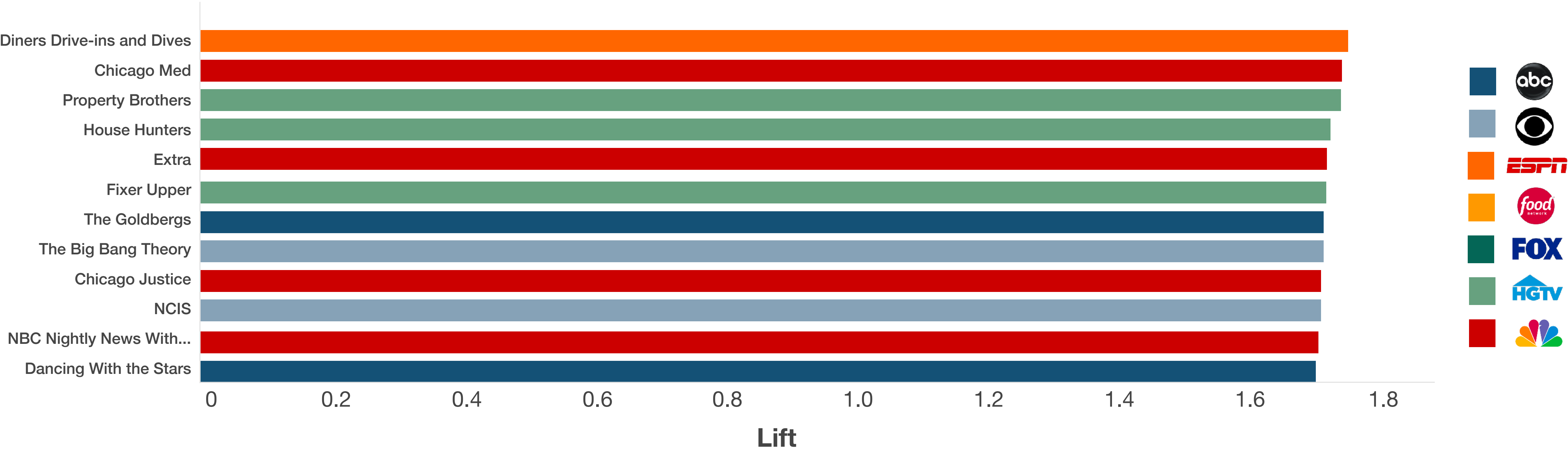


Source : Alphonso TV Audience data 1st January to 31st March 2018

# Analysis

If the brand targeted viewers of competitors' TV ads, it could extend reach beyond its normally targeted shows, to shows such as Chicago Med, The Goldbergs, and Dancing with the Stars.

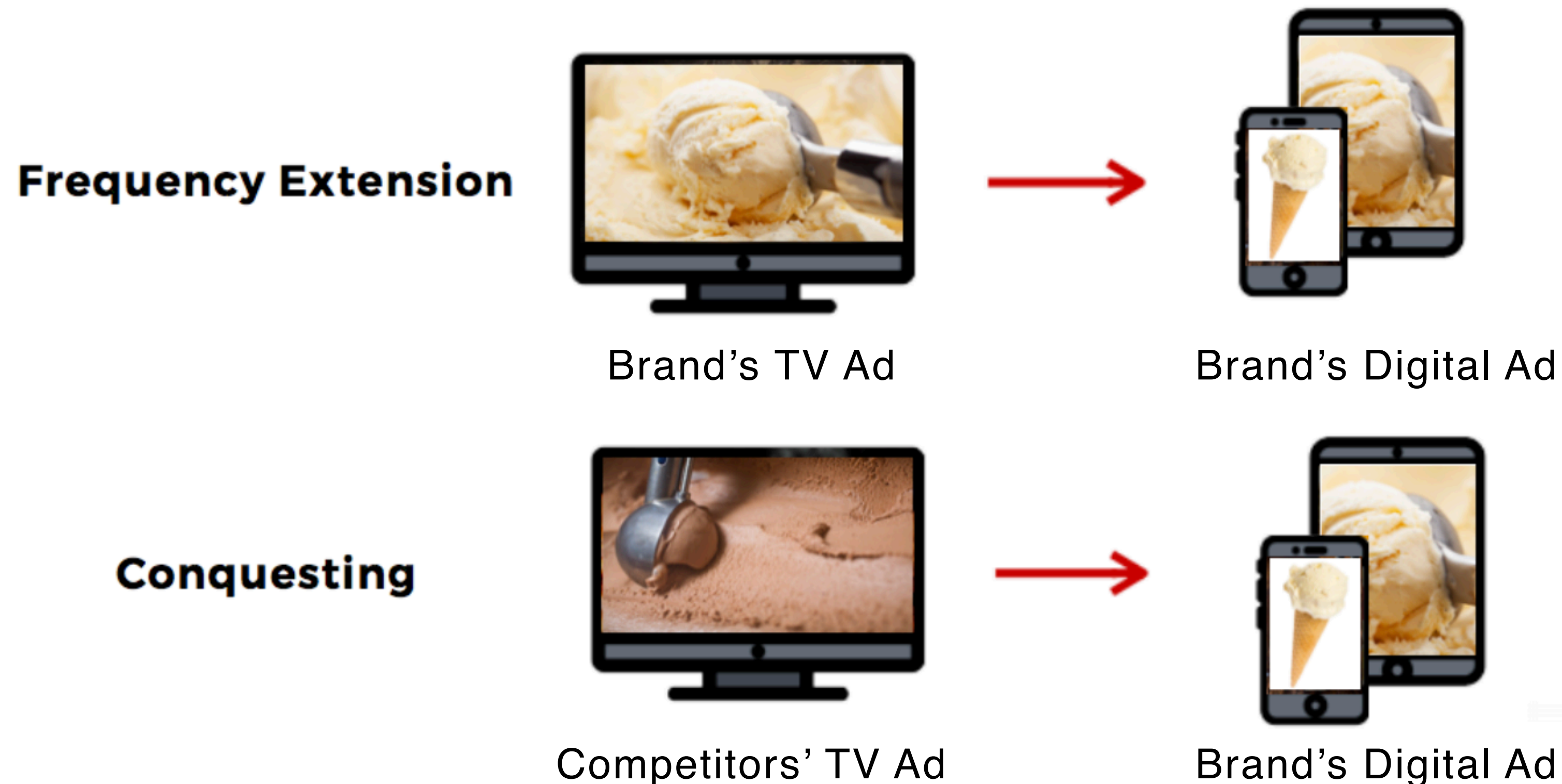
## Top Shows Watched by the Brand's Competitors Ranked by Alphonso Audience Size



**How to Read:** The Alphonso Viewership Index reports programs watched more by the exposed audience (over indexed) versus the average audience size. While audience size may not be large, indices represent the popularity of other programs among exposed viewers.

# The Plan

Alphonso enabled the restaurant to extend the frequency of its TV campaign by reaching the audience exposed to its TV ads on digital. The restaurant also used Alphonso TV data to target the audience exposed to TV ads from competitors. The brand worked with Alphonso and Tremor Video DSP to evaluate success with a measurement program.





# Measuring Impact: Location Analysis

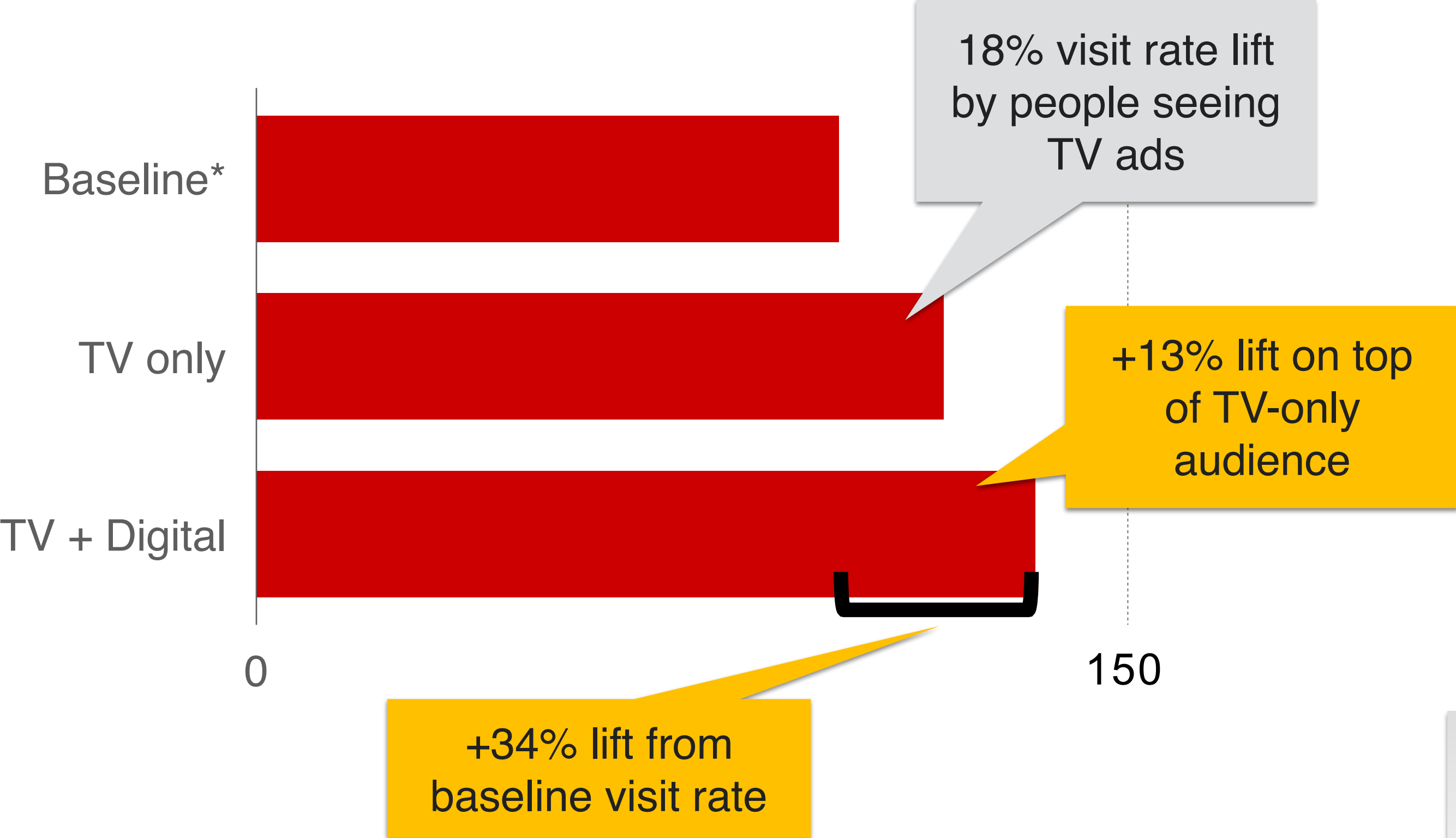
To measure ad effectiveness of the campaign, Alphonso complemented its TV ad exposure data set with location data, to connect the dots between ad exposures and store visitation at an aggregate household level.

Lift in visitation is determined by comparing exposed and unexposed groups.





# Results: Driving QSR Visits



Data demonstrates that TV alone drives visits. With location data, Alphonso quantified that effect. In addition, Alphonso isolated the incremental lift in digital above and beyond TV.

### Lift in visit rate above and beyond TV

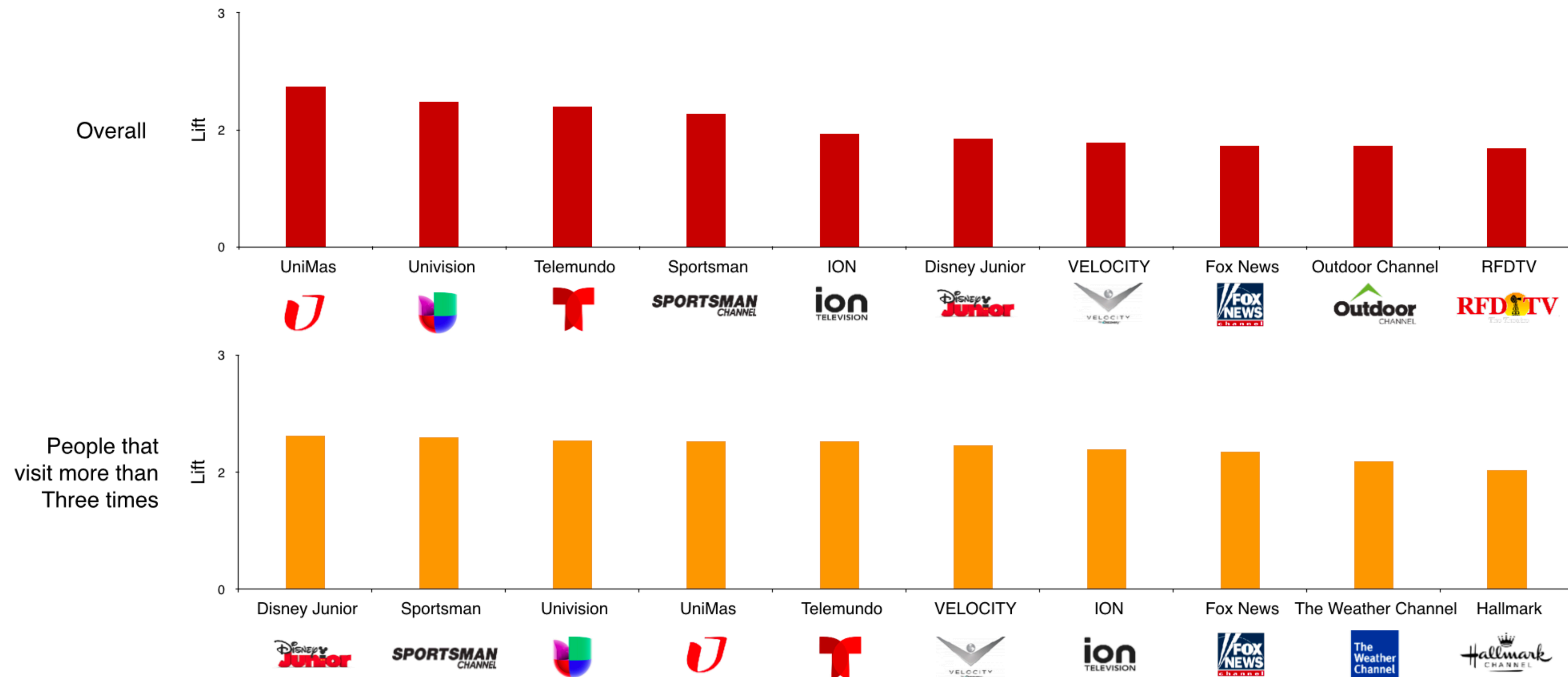
The Tremor-Alphonso campaign generated 13% lift above and beyond the TV ad exposure.

Campaign Metrics		
7.7M	0.8%**	83.5%***
Impressions	CTR	VCR

\*Baseline = visitation by people not exposed to TV ads  
\*\*125% above CTR benchmark  
\*\*\*110% above VCR benchmark

# Additional Insights

In addition to looking at lift in foot traffic, Alphonso can use combined location data and TV data for future campaign planning. These are the networks on which the brand's actual customers over-index on TV.



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# Campaign Summary

- The brand was being outspent 2-3x more on TV when compared to its top competitors.
- The brand utilized Alphonso TV data to reach viewers of its competitors' TV ads with a digital video campaign, and complemented its own TV buy at the same time.
- Targeting viewers of competitors' TV ads helped the brand to extend reach to shows that it doesn't normally target, contributing to overall campaign success
- By using Alphonso TV data, the restaurant was able to measure the effectiveness of the digital campaign, which showed 34% more visitors for the exposed audience versus unexposed.
- Households that drove traffic to the brand's restaurants over-indexed on Hispanic networks and children's programming.
- The campaign delivered 7.7 M impressions with a high video completion rate of 83.5%.



# About Alphonso

Alphonso is a TV data company and the market leader in providing brands and agencies with verified TV audiences on mobile devices and the web. Its Alphonso TV Data Cloud services power TV retargeting and brand insights for hundreds of the Fortune 500 brands and agencies in the U.S. The company enables its clients to amplify their TV spend with digital, and to reach targeted TV demographics across all screens.

With automatic content recognition (ACR) technology embedded in tens of millions of hardware and software products, including smart TVs, TV chipsets, mobile apps, gaming consoles and streaming devices, Alphonso understands what programming and advertising people are watching on TV. Through its Alphonso Insights SaaS offering, Alphonso delivers actionable insights and closed-loop attribution with offline data in real time to help its customers understand the true impact of TV advertising. To learn more, visit [www.alphonso.tv](http://www.alphonso.tv).



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