

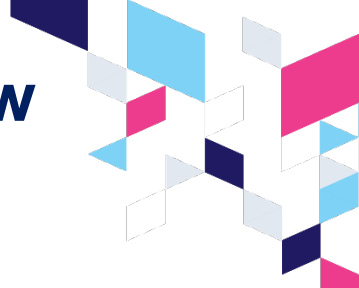


Case Study Corner

Restaurant Category

Brand success stories highlighted through
real-world multiscreen TV case studies

13 Restaurant category 'real world' case studies showcasing how multiscreen TV drives business outcomes across the funnel



Upper Funnel Outcomes Awareness

Multiscreen TV campaigns that **expand reach** and drive **brand recall** against a brand's best customer prospects*

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



Mid-to-Lower Funnel Outcomes Action

Multiscreen TV campaigns that *increase the likelihood* the intended audience will be **motivated to act***

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)

*based on campaign KPIs

Upper Funnel Case Studies



How Multiscreen TV drives Awareness

Awareness

Multiscreen TV campaigns **expand reach** and drive **brand recall** against a brand's best customer prospects

Sampling of 'awareness-based' outcomes that can be measured:

- ▶ Reach / Reach Extension / Incremental Reach
- ▶ Ad / Brand Recall
- ▶ Cost Efficiencies (Reach / Targeted IMPs)



A QSR brand efficiently optimized their linear TV campaign to grow their strategic target's reach within budget

Challenge

- ▶ A major QSR company wanted to improve reach and concentration against its custom strategic target (ST) while achieving cost efficiencies within their budget

Solution

- ▶ By optimizing a baseline plan via Amobee's daypart reallocator, the new data-driven linear schedule delivered a +46% increase in equivalized units at the same budget

Target Segment

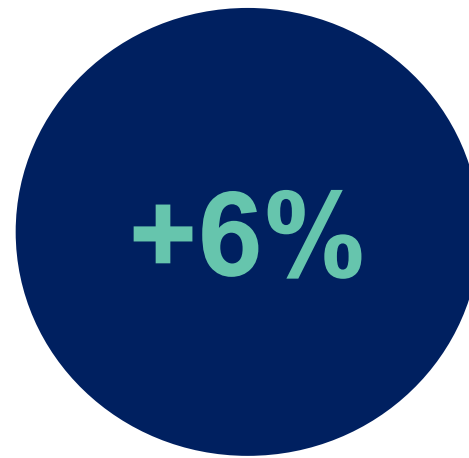
- ▶ QSR Strategic Target*

Results

- ▶ Demo and strategic reach increased while significant savings were realized within budget

Company / Platform

- ▶ Amobee / Data-driven linear



Increase in **Reach**
Amongst the
Strategic Target



Reduction in
Strategic Target
CPM



Targeted Delivery
Savings



Source: Amobee, Case Study: *Audience Based Buying in a Linear TV Ecosystem*. *Custom brand-developed target.



A casual dining brand utilized 605 to understand & measure audience reach and composition across video platforms

Challenge

- A casual dining brand wanted to understand and measure audience reach and demographic composition across TV and digital platforms

Audience Measurement Innovation

- 605 utilizes a custom weighting methodology designed to account for incomplete exposure datasets (due to digital tracking & ID resolution) and platform biases, enabling 605 to holistically measure & project national reach across individual and overlapping platforms

Target Segment

- A18+, A21+, A18-34, A18-49

Learnings

- The data-driven linear live campaign (TV C3) reached more households vs. national live and served a higher frequency of impressions to those HHs
- TV & digital platforms (O&Os and digital TV*) reached mostly distinct audiences. Only 18.7% of households reached on digital platforms were also reached on TV
- Households reached on Live+7 linear were about 2x as likely to be reached on Digital O&O* than those reached on live TV

Company / Viewing Source / Media Type

- 605 / Automated Content Recognition (ACR), Set-Top Box / Linear TV

Overview Of Platform Overlap For Each Target Segment

Target Segments	Platform	Reach (thousands)			Average Frequency		
		Digital TV	Digital O&O	TV C3	Digital TV	Digital O&O	TV C3
18+	Digital TV	<u>58.4</u>			<u>2.0</u>		
	Digital O&O	1.9	<u>1,094.4</u>		7.7	<u>3.8</u>	
	TV C3	10.1	203.4	<u>31,867.4</u>	6.2	8.6	<u>4.6</u>
18-34	Digital TV	<u>29.3</u>			<u>2.0</u>		
	Digital O&O	1.0	<u>648.5</u>		8.2	<u>3.8</u>	
	TV C3	5.2	127.9	<u>14,764.3</u>	6.2	8.5	<u>4.6</u>
18-49	Digital TV	<u>42.8</u>			<u>2.0</u>		
	Digital O&O	1.5	<u>884.5</u>		7.4	<u>3.8</u>	
	TV C3	7.5	168.8	<u>21,733.1</u>	6.3	8.5	<u>4.5</u>

Source: 605, Case study: Campaign for Casual Dining / Take Out. Campaign time period: 10/21/2019 – 12/30/2019. *Digital O&O (Owned & Operated) refers to ads placed on digital properties (i.e., apps) vs. digital TV which is more akin to linear TV viewed through web or app.



LiveRamp partnered with a QSR brand to optimize their converged TV campaign in order to drive **incremental reach**

Challenge

- ▶ A major QSR brand needed to concretely identify how their key OTT/CTV partners overlapped with their linear TV buy

Audience Measurement Innovation

- ▶ LiveRamp helped the brand create a learning agenda based on their OTT/CTV partnerships (see footnote for more details*)
- ▶ Focused on the brand’s most desired partners, the plan centered on YOY comparisons on how well each OTT/CTV partner drove incremental reach relative to complement their linear TV buy

Target Segment

- ▶ All households

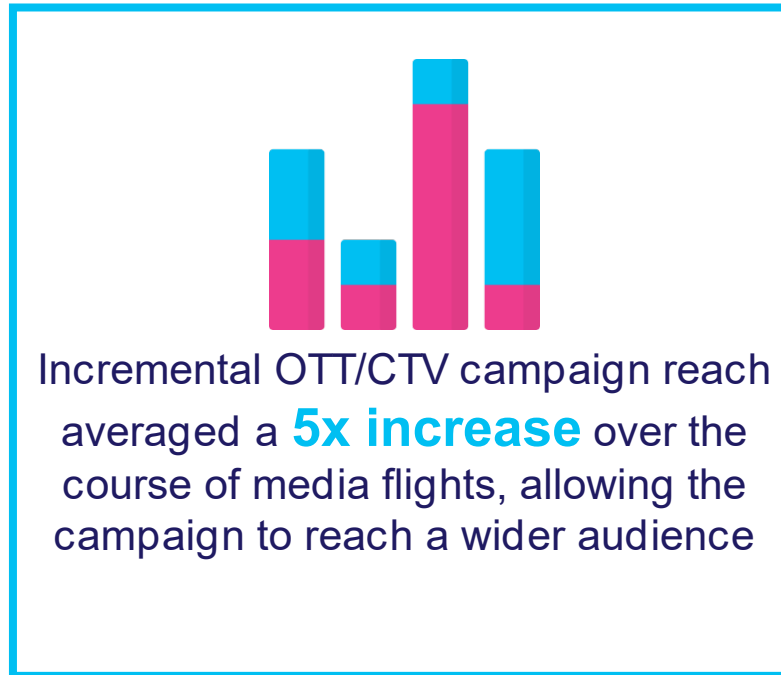
Learnings

- ▶ The brand gained the ability to better optimize toward incremental reach across OTT/CTV (see charts on the right side)

Company / Viewing Source / Media Type

- ▶ LiveRamp, Data Plus Math (D+M) / ACR, Pixel Integration / National Linear TV, CTV, OTT

The brand gained the ability to evolve its linear media strategy to maximize its incremental reach across OTT/CTV



Source: LiveRamp, Case study: *How a Major QSR Brand Revised their Linear Media Strategy Toward Driving Incremental Reach With CTV/OTT*. Campaign time period: 9/28/2020-11/8/2020 & 11/9/2020-12/26/2020. Advanced TV Measurement: Data Plus Math.
 *Innovation Detail: Combining ad exposures from ACR data via Inscope partnership and D+M pixel integration with CTV/OTT publishers resolved to **RampID** & **HHID**, x-screen projection scaling methodology, custom report views to support insights agenda.





A QSR brand partnered with Samba TV to drive incremental reach to their linear TV campaign

Challenge

- ▶ A national QSR brand wanted to reach net-new households and drive incremental reach beyond their linear campaign

Measurement Innovation

- ▶ A QSR brand utilized Samba TV's iCPM* product. This TV data and identify graph helped the QSR brand to target deduplicated, incremental audiences

Target Segment

- ▶ Households unexposed to linear ad campaign

Learnings

- ▶ The combination of *iCPM Audience Insights* (an incremental reach-focused dashboard) and real-time optimization capabilities drove incremental reach across streaming, online and mobile video
- ▶ Samba TV's iCPM product saved the brand money by identifying and only counting *incremental* impressions

Company / Viewing Source / Media Type

- ▶ Samba TV / ACR, Set -top Box / Linear, CTV, Other Digital

Campaign Results

Reached

4.9M

Incremental households

Beyond the advertisers' 80M linear television reach, resulting in a 6% Incremental Reach Lift

Drove

\$0.23

Cost Per Incremental Household

For massive incremental reach efficiencies

Drove

10.4M

Incremental impressions

Served to brand new households

By activating on iCPM, and only paying for incremental impressions, the **QSR brand saved \$38k** compared to a standard CPM campaign



Source: Samba TV, QSR Case Study. Campaign time period: 2/15/21 - 11/21/21. *iCPM: incremental cost per thousand impressions.



Category:

Quick Service Restaurant



DIRECTV's addressable campaign redistributed impressions to successfully drive reach across intended audiences

Challenge

- ▶ A large QSR brand wanted to reach lighter TV viewers that were difficult to find with national linear TV alone

Solution

- ▶ Suppress heavy viewers to increase reach & frequency of lighter TV viewers

Target Segment

- ▶ A19-49
- ▶ Light & Medium TV viewers

Results

- ▶ The 6-week DIRECTV addressable campaign successfully redistributed impressions towards the light & medium TV viewers, helping to offset the national campaign's imbalance
- ▶ The QSR brand shifted the weight of impressions for light & medium TV viewers from 47% within the national campaign to 89% for the combined campaign
- ▶ Additionally, the QSR brand drove +23% greater reach against their intended audience

Company / Platform

- ▶ Addressable TV / DIRECTV Viewership Data

% of Campaign Impressions Delivered by Target

■ Light TV Viewers ■ Medium TV Viewers ■ Heavy TV Viewers



+398%

Weekly Frequency Lift

Light & Medium TV Viewers
(Addressable & National vs. National Campaign)

+23%

Reach Lift

Overall
(Addressable & National vs. National Campaign)

Source: DIRECTV, Addressable Reach-Frequency QSR Optimization Case Study. Lifts are based on a subset of the target HHs for which DIRECTV got premium path data.

DIRECTV
ADVERTISING

Mid-To-Lower Funnel Case Studies



How Multiscreen TV drives Action

Action

Multiscreen TV campaigns *increase the likelihood* that the intended audience will be **motivated to act** (e.g., make a purchase, download an app, sign-up for a subscription, make a booking, etc.)

Sampling of 'action-based' outcomes that can be measured:

- ▶ Conversion Rates (website traffic, app downloads, subscription sign-ups, tune-in, foot traffic)
- ▶ Sales / Revenues
- ▶ Optimizations / ROI
- ▶ Cost Efficiencies (Conversions)



A QSR brand drove incremental visitation through a convergent, audience-based campaign

Challenge

- ▶ A QSR brand sought to bring awareness to a new product offering and drive in-store visits through a convergent, audience-based campaign

Solution

- ▶ ViacomCBS' as-run and impression-level delivery data, combined with Foursquare's location data & attribution methodology, enabled measurement of incremental foot traffic compared to concurrent non-targeted inventory

Target Segment

- ▶ High Value QSR Custom Target

Results*

- ▶ Vantage-targeted inventory exceeded Foursquare's performance benchmarks, driving greater reach and in-store visits, with 1:1 environments yielding the most significant impact

Company / Platform / Media Type

- ▶ ViacomCBS Vantage, Foursquare/ Streaming + Multiscreen / Linear TV, STB live linear addressable and VOD, EyeQ** [CTV/OTT (desktop, mobile)]

Vantage-targeted campaign drove.....

Target Segment Delivery:

Campaign achieved a **38%** gain in impressions delivered in target segment vs. vs non-targeted concurrent buy

Incremental Visits:

Across all platforms, Vantage inventory drove a statistically significant lift of **4.3%**

Increased Store Visitation:

Vantage cross-platform campaign outperformed non-targeted media by more than **7x**

Better Performance Than Category Benchmarks:

Overall campaign performance exceeded Foursquare's omnichannel campaign behavioral lift benchmark by **+50%**

1:1 exposure yielded most significant impact

1:1 environments*** delivered **24%** lift in target segment reach

Vantage live linear addressable & targeted OTT media together drove **34%** lift, a **10x** increase over linear alone, and **3x** over the non-targeted digital media campaign.

Source: ViacomCBS, Attribution case study: *ViacomCBS and Foursquare show increased media impact by measuring multi channel campaign*. Segmentation source: MRI-Simmons. Attribution partner: Foursquare. Optimizer: ViacomCBS' Vantage (proprietary). Comparable benchmarks: non-targeted media on same platforms. Campaign time period: Q3 2020. *Total campaign delivered 87% cost efficiency on incremental visits, with streaming showing the greatest efficiency. **Encompasses Pluto TV and all ViacomCBS O&O apps including CBS All Access. ***1:1 environments: STB live linear addressable and VOD, CTV, OTT.





A QSR brand saw **lifts in foot traffic** among all exposure groups, especially target HHs, through a data-driven linear TV campaign

Challenge

- ▶ A QSR brand wanted to drive foot traffic to restaurant locations during a limited-time promotion

Solution

- ▶ Using NBCU's AdSmart audience targeting solution, the brand ran a national TV campaign across the NBCU portfolio to reach their custom target. Data Plus Math was utilized to measure the incremental impact of the campaign on driving foot traffic to the brand's locations.

Target Segment

- ▶ Custom LiveRamp look-alike target modeled from the brand's 1st-party database of mobile app users

Results

- ▶ By implementing a targeted data-driven TV campaign, overall restaurant visitations increased +4.5% with a **+5% increase among in-target HHs**

Company / Platform

- ▶ NBCU's AdSmart solution / Data-driven linear

% Lift in Restaurant Visitation



Overall

(Total HHs Exposed to AdSmart Campaign vs. Total HHs Exposed to Non-AdSmart Campaign)



In-Target

(Target HHs Exposed to AdSmart Campaign vs. Target HHs exposed to non-AdSmart campaign, the non-target lift indicates a strong halo effect)



Non-Target

AdSmart Exposure Among Target HHs Drove Higher Restaurant Visitation, Validating The Targeting

+18%

Higher In-Target Restaurant Visitation vs. *Overall*

+22%

Higher In-Target Restaurant Visitation vs. *Non-Target*

Source: NBCU, AdSmart + QSR Case Study.

Category:

Quick Service Restaurant



A data-driven linear TV campaign **overdelivered** the foot traffic guarantees for a QSR brand

Challenge

- ▶ A QSR brand wanted to increase foot traffic into select restaurant locations

Solution

- ▶ Using their Precision solution, A+E Networks created a custom strategic target for a cross network buy and partnered with Data Plus Math to set a benchmark guarantee and measure foot traffic through a pixel in the creative served to households in the area of 20 brand-validated locations

Target Segment

- ▶ QSR Strategic Target*

Results

- ▶ Using strategic targeting, A+E Network's data-driven linear TV campaign contributed almost **3MM incremental visits to the target locations over the three waves and outperformed the foot traffic guarantee by +4% overall**

Company / Platform

- ▶ A+E Networks' Precision+Performance / Data-driven linear

Wave 1 (Pre-Pandemic)

1/6/20 – 3/1/20

2,808,388

Post-Exposed Visits

+32.6%

Incremental Lift

916,892

Additional Incremental Visits
(above what would have occurred without presence of the linear campaign)

104

LCI Index**

Wave 2-3 (mid-Pandemic)

3/2/20 – 5/16/20

5,434,204

Post-Exposed Visits

+36.4%

Incremental Lift
(+12% higher than pre-COVID)

1,979,627

Additional Incremental Visits
(above what would have occurred without presence of the linear campaign)

103

LCI Index**

Source: A+E Networks. Case Study: QSR Foot Traffic. Networks include A&E, HISTORY, Lifetime, LMN and FYI. *Custom brand-developed, data-driven target aided by A+E Networks Precision data-driven solution. **LCI = Linear Campaign Index which is based on the incremental visits lift network TV average across all networks. Flight duration: 1/6/20 – 5/16/20.



Category:

Quick Service Restaurant



Audiences exposed to interactive ads saw **3x lift in purchase rate** for a QSR brand's cross-screen campaign

Challenge

- ▶ A QSR brand looked to drive sales through personalized messages prompting user engagement

Solution

- ▶ Hulu delivered selected audiences GatewayGo ads. These interactive units allow viewers to engage through personalized message prompting users to open a push notification, email or scan a QR code
- ▶ Campaign was delivered & measured in collaboration with Hulu, a credit card transaction partner and a data connectivity platform

Target Segment

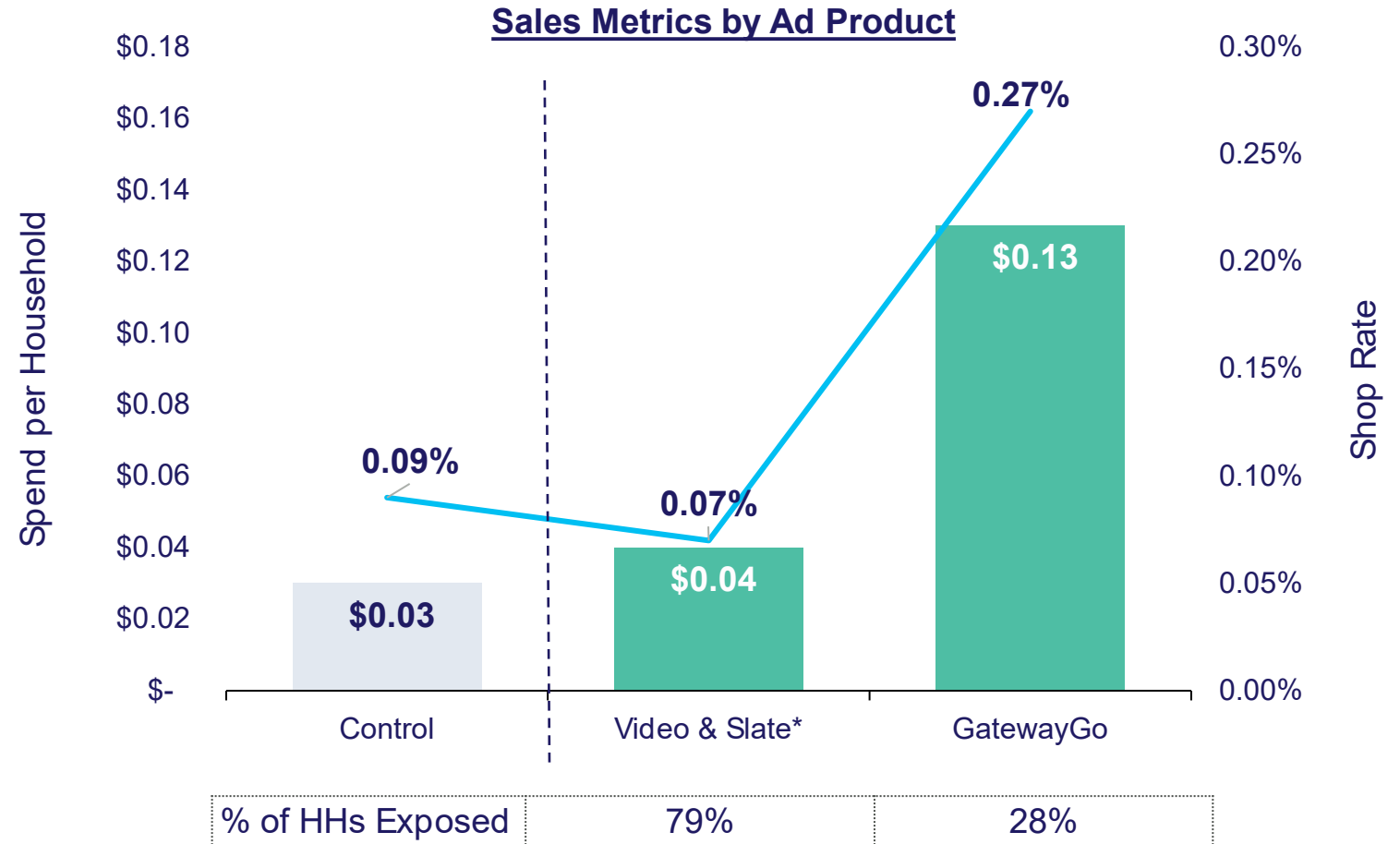
- ▶ A18-49 across 5 DMAs

Results

- ▶ Hulu viewers exposed to the GatewayGo unit showed heightened responsiveness to campaign and drove a **0.27%** shop rate and a high average household spend of **\$0.13**

Company / Platform / Media Type

- ▶ Hulu / Streaming + Multiscreen / Connected TV (CTV), Desktop, Mobile



Source: Hulu, GatewayGo Case Study, Q2 2020. Campaign length: 2 months. *A slate is a branded title card that appears before video creative.



Category:

Quick Service Restaurant



Wurl's emotion-based targeting CTV campaign motivated consumers and successfully increased **engagement** and **sales** for a QSR brand

Challenge

- ▶ PMG, a global independent marketing solutions and technology company, sought to combat consumer pullback and declining sales at a QSR by finding new creative ways to market products and services that garner consumer attention and drive more sales

Solution

- ▶ PMG's client leveraged Wurl's *BrandDiscovery* to run emotionally targeted CTV ads across Wurl's network of premium content publishers to enhance viewer engagement by more seamlessly connecting their ads to the CTV programs
- ▶ To deliver the right ad at the right time, GenAI was used to evaluate emotions in both ads and program content, aligning messaging to resonate with emotions
- ▶ Wurl developed custom QSR segments to target emotions related to craving and hunger and partnered with Innovid to serve creative dynamically to those emotions and further personalize for location, with each asset promoting regional food specials

Results

- ▶ The use of dynamic ad delivery alongside emotionally resonant content increased engagement and optimized ROI
- ▶ The emotion-based targeting campaign drove a **40% increase** in incremental restaurant visits
- ▶ Emotion-based targeting resulted in a **48% lift** in incremental sales

Company / Platform

- ▶ Wurl / CTV



40%

Increase in incremental store visits



48%

Lift in incremental sales

Source: Wurl, PMG QSR Case study.





A QSR brand gained insight into the impact of different convergent TV platforms on **location visits** and **sales**

Challenge

- ▶ A QSR brand was looking to better understand how investment across linear TV & digital video impacted both location visits and sales

Solution

- ▶ To determine causal impact, 605 utilized a “*Matched Control*” to remove outside influences and biases. This is done by applying machine learning methods to match each exposed household to unexposed households that compose a “*Matched Control*” group

Target Segments

- ▶ Sales measurements were run on 12 segments (each projected nationally):
 - ▶ **Everyone:** Any (target / non-target) households exposed to the campaign
 - ▶ **Target:** Heavy and Medium QSR Purchasers (top 2/3 of purchasers, >\$24.71); Medium and Light Combined Competitor (bottom 1/2 of purchasers)
 - ▶ **Competitor Purchasers, any in the past year:** 4 QSR's
 - ▶ **QSR Purchasers in the past year:** Heavy (11+ visits), Medium (4-10 visits), Light (1-3 visits), and Non-Purchasers
 - ▶ **Non-Target:** Any households that fall outside of those segments that were exposed to the campaign.

Results

- ▶ QSR Target households responded positively to the Q1 campaign, resulting in nearly **857K** incremental visits and over **\$15.6M** in incremental sales
- ▶ Visitors and total spend increased among all previous QSR purchase groups. “Target” Segment ads were effective at persuading the Low QSR Buyer segment, where the exposed group saw a **25%** lift and exposures were **3.6x** more effective than “Non-Target” segment ads

Company / Platform

- ▶ 605 / Linear TV, Targeted Digital / CTV

Platform	Segment	Index - Transactions	Incremental Sales	Incremental Visits
TV Client Network	Everyone	608.4	\$7,031,026	996,225
	Target	723.2	\$5,197,835	865,070
TV Non-Client Network	Everyone	97.0	\$14,391,766	-
	Target	96.1	\$10,366,239	-
Digital	Everyone	105.0	\$133,836	-
	Target	106.7	\$114,331	217,443
Any Exposure (Linear + Digital)	Everyone	-	\$21,556,647.00	988,186
	Target	-	\$15,678,420.00	856,580

Source: 605, Case study: *Campaign for QSR Brand*. Campaign time period: 12/23/2020 – 3/29/2021.

Category:

Quick Service Restaurant



DIRECTV's addressable campaign successfully drove incremental visits and sales for a QSR brand

Challenge

- ▶ A QSR brand sought to drive foot traffic and increase sales

Solution

- ▶ 8-week Addressable TV media campaign

Target Segment

- ▶ Quick Serve Enthusiasts in specific DMAs where the restaurant is located

Results

- ▶ The addressable campaign successfully increased foot traffic and sales at specifically defined QSR locations
- ▶ The campaign generated **33,085 incremental visits** that would not have occurred without the exposure to this campaign and **\$253,828 in incremental sales**

Company / Platform

- ▶ Third-party data for targeting & measurement / Addressable TV

+31%

Restaurant Visit Lift

Overall Visit Rate
(exposed vs. control)

+50%

Sales Lift

Increase in Penetration Rate
(exposed vs. control)

+73%

Sales Lift

In-Store Incremental Spend
(exposed vs. control)

+19%

Sales Lift

Increase in Transaction Rate
(exposed vs. control)

Source: DIRECTV, Addressable QSR Dining Case Study. Case study results are based on individual campaign factors. DirecTV makes no performance warranties. 4Q'23.

DIRECTV
ADVERTISING

Category:

Quick Service Restaurant



Carl's Jr. teamed up with PMG and IRIS.TV to drive in-store visits and sales through a targeted CTV campaign

Challenge

- ▶ Carl's Jr. sought to target audiences in specific regions in the U.S. watching CTV to drive in-store visits and sales

Solution

- ▶ PMG targeted run-of-network content as well as IRIS-enabled PMPs (private marketplace), a solution that targets curated CTV inventory with video-level contextual data enriched by AI

Target Segment

- ▶ Younger, male, Hispanic and interested in video games, sports and anime

Results

- ▶ CTV viewers targeted by IRIS-enabled PMPs drove a +35% incremental lift in visits converting at a higher rate than all other targeting tactics deployed by PMG
- ▶ Additionally, they drove a 152% incremental sales lift and were the most cost-efficient with more than double return on ad spend

Company / Platform / Media Type

- ▶ IRIS.TV / CTV



+35%

Incremental Visit Lift



+21%

Higher than the average of other tactics

(1st-party identity and behavioral data, as well as content-based strategies, including run-of-network)



152%

Incremental Sales Lift



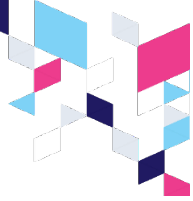
2.2x

ROAS



Source: ViacomCBS, Attribution case study: ViacomCBS and Foursquare show increased media impact by measuring multi channel campaign. Campaign flight:

Want more? VAB has a wealth of case studies across additional categories



Automotive



Business-to-Business (B2B)



Consumer Packaged Goods (CPG)



Entertainment & Tune-In



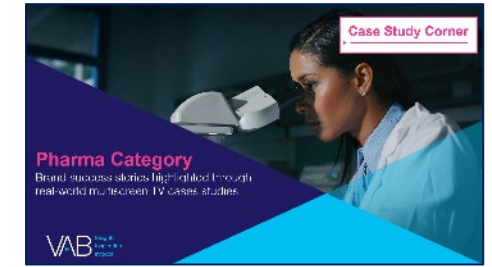
Financial Services & Insurance



Health, Wellness & Beauty



Home



Pharmaceuticals



Retail



Technology



Travel

Access more case studies at www.thevab.com

Want more? VAB also has case studies organized across multiscreen TV platforms including linear TV and streaming / CTV



Stream On



How can a convergent TV strategy drive business results for my brand?



Proven Strategies & Tactics In Audience-Based TV Buying



Opportunities in VOD Addressable



Q1 '22 Today's Innovations in Measurement



Q2 '22 Today's Innovations in Measurement



Q3 '22 Today's Innovations in Measurement



Q4 '22 Today's Innovations in Measurement

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About VAB

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Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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