

Online Conversions, Walk-In Conversions, Brand Awareness

CHALLENGE

In December 2019, Teriyaki Madness wanted to drive customers in their store, and well as increase online orders placed on their app.

SOLUTION

To measure success, we set up geo-conversions to track customers who saw Teriyaki Madness digital display ads and later walked into the store. Teriyaki Madness also kept track of their online app ordering activity. Originally, we had the campaign day-parted with rotating deals, but recently switched to COVID-19 messaging to promote their curbside pick-up features.

RESULTS

With 116,000 digital ad impressions and counting, Teriyaki Madness has received 206 clicks for a .177% click thru rate – 18% higher than average digital campaigns! What's more, the display ads have driven 132 customers to walk into Teriyaki Madness to order food.

