

FAST CASUAL

12% Lift Delivered for Ad Recall through Social Marketing

Challenge: Provide relevant marketing content when it's wanted, where it's wanted for a fast-food restaurant chain. Find audiences where they are highly engaged – social media. Drive brand/ad recall within two days of being exposed to the ad.

Solution: Acxiom combined Audience Propensities®, InfoBase® attributes and PersoniX® segmentation to create customized audiences to reach consumers for out-of-home consumption. Utilized unique product attributes and quality messaging for ad recall.

Results: Acxiom data was the top performer in ad recall with a lift of 12% vs. competitors at 8-10%.



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Pinpoint best prospects



heavy social media users

Augmented



with Acxiom data

By leveraging Data Guru for a custom quick-service restaurant segment, the brand saw highest ad recall

Industry-leading



privacy & compliance

Recognized the value of a implementing a



custom audience