

Fast Food Chain Achieves 12% Lift 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 users for out-of-home consumption. Utilized unique product attributes and quality messaging for ad recall.

Results

By utilizing Data Guru expertise for a custom quick-service restaurant segment, Acxiom data was the top performer in ad recall with a lift of 12% vs. competitors at 8-10%.

12% Lift
in ad recall

ACXIOM

Case Study

Acxiom Data • Restaurants (FC)