



The Impact of TV Ads on Foot Traffic to Quick-Service Restaurant Locations

TV ads increased in-store visits by 15%.

Objective:

A major media brand airing TV advertising on four of its networks wanted to measure how effective the ads were in driving visits to a specific brand's quick-service restaurant (QSR) locations. The promotional campaign included both standard and custom television ads within sports programming.

Campaign Promotional Channels:

- Four TV networks

Methodology:

TiVo utilized its single-source data solution to measure the influence of exposure to the ad campaign on visitation. We provided a probabilistic match of our TV set-top box viewing data to NinthDecimal's geo-location data derived from mobile devices. Live Ramp was utilized as a safe-haven matching partner for this analysis. NinthDecimal determined whether consumers visited brick-and-mortar locations within a 4 ft. x 4 ft. footprint. A baseline visit rate was defined for each user in the target. Then, in order to measure incremental lift, we calculated whether the baseline visit rate increased, decreased or stayed the same to conclude if ad exposure impacted visitation.

FINDINGS:



THE AD CAMPAIGN WAS SUCCESSFUL

When compared to an audience-matched control group, QSR advertising on the four TV networks drove a 15% lift in visits to the brand's locations.



THE AD CAMPAIGN BEAT THE BENCHMARK

The QSR chain's advertising outperformed NinthDecimal's benchmark (15% incremental lift vs. 12% average for all studies).

