

50% increase in website traffic

A major restaurant chain achieved success with a strategic paid branding solution, while gaining a sizable social presence and maintaining cost efficiencies.

Approach

Adaptly set-up a wide variation of initiatives and optimized according to keywords, ad types, ad placement, and FB targeting tactics. Working closely with the client to understand their offline customer profile, Adaptly built a series of different audience buckets leveraging WCA and Lookalike pixel data.

Adaptly was able to drive incremental traffic to the client's site and facebook page by delivering Link and Photo Ads to users within the client's current audience profile.

Users who had been to the client's site in previous months were re-targeted via WCA to keep them aware of new seasonal offerings while incremental traffic was achieved via Look- a-Like targeting. Adaptly also leveraged an extensive list of keyword targeting and found that in order to drive the best click-thru rate, media should be optimized to mobile vs. desktop.

Each initiative was optimized on the shoulders of the previous initiative and we were able to spend effectively by analyzing the most effective ad type, keywords, and placement.

Results

- 4.5% rise in foot traffic year over year
- 50% rise in landing page visits



3,000 comments.



42,000 clicks.



12,000 shares.



10,000 likes.

Key Takeaways

- Mobile CTR was double that of Desktop.
- Creative with offers achieved half the CPC of creatives without offers.
- Younger audiences responded better to the Page Engagement Ads vs. Link-out ads.

Adaptly