

## CASE STUDY

# +83%

LIFT IN FOOT TRAFFIC

QuickChek lifted foot traffic among mobile ad targets **83% higher than the control group.**

## EXECUTION

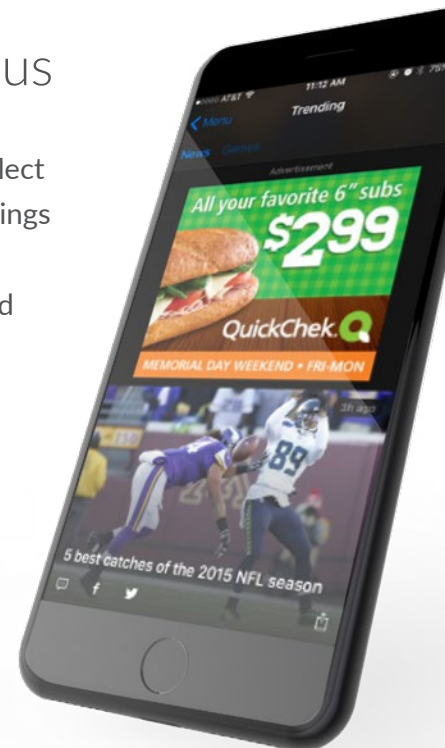
### Audience Activation

Reach audiences...

- 1 ...observed at a QuickChek in the past 30 days
- 2 ...who are lapsed customers that visited, but not recently
- 3 ...who dine frequently at competitive quick-serve restaurants
- 4 ...during the morning, lunch and evening commute times

### Creative Focus

Change creative to reflect seasonal deals or offerings for holidays like Labor Day, Fourth of July, and Memorial Day



# DISCOVERIES

■ above average    ■ below average

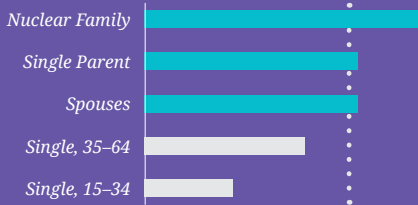
## Demographics

Visitors are primarily 35–54 years old, from households with 3+ people.

### AGE



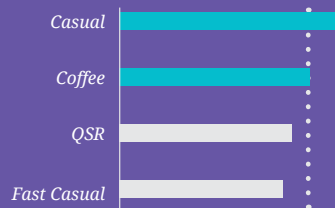
### LIFE STAGE



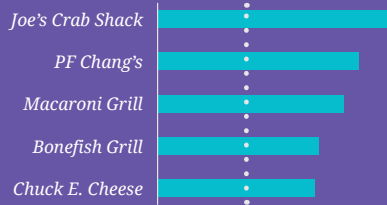
## Dining

They are more likely to eat at Joe's Crab Shack, PF Chang's, and Romano's Macaroni Grill.

### CATEGORIES



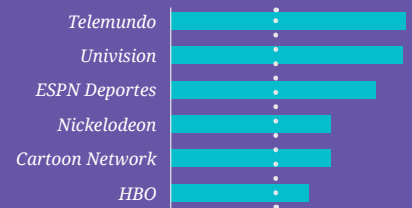
### CASUAL RESTAURANTS



## TV Viewership

The converting households are tuning in to Spanish, Kids, and Premium channels.

### MORE LIKELY TO WATCH



### LESS LIKELY TO WATCH



# SUCCESS

“Our agency is focused on providing our clients with tangible metrics for their media spend. PlaceIQ allowed AboveNation Media to connect the dots between an ad exposure and an in store visit. Measuring audience movement and actual retail visitation has been a game changer in terms of ROAS.”

— **STEVE MINICHINI**, CEO, AboveNation Media