

# QSR Serves Their First-Ever Digital Media Campaign Across 37 Markets

Many leading brands, are reevaluating their partner strategy with their agency of record, and the pandemic only moved the process forward. AdExchanger reports that 70% of digital marketers are reevaluating their partner plans. While only 18% of the respondents are reevaluating partners specifically due to the pandemic, more than half (52%) were already evaluating their strategy and now say the outbreak has accelerated those plans.<sup>1</sup>

## OPPORTUNITY

- The QSR brand needed an ad tech partner that delivered the perfect combination of service and technology to effectively reach consumers across 37 designated marketing areas (DMA) within an ever-changing digital media landscape.

## SOLUTION

- The client evaluated a variety of solutions, ultimately selecting Basis Technologies due to its unique business model, performance-focused approach, and raving fan service. The client utilized Basis Technologies' media strategy and activations team to deliver front to end support and drive their first-ever digital media efforts across 37 DMAs. A Facebook and Instagram campaign was implemented to boost online orders and app installs. The Basis Technologies team leveraged their Facebook partnership for analytics reports, advertiser spends optimization recommendations, measurement best practices, creative tips, and more to help maximize ad budgets and achieve the results needed to succeed.

## RESULTS

- Basis Technologies provided the digital media expertise and buying power that resulted in 8M+ impressions, 46,194 clicks generating almost \$800,000 in revenue and 5,045 app installs with an effective \$11.56 return-on -investment.

## APPROACH



MEDIA STRATEGY & ACTIVATION



AUDIENCE TARGETING



SOCIAL MEDIA



REPORTING

## RESULTS

**8M+**  
Impressions

**0.57%/\$1.45**  
CTR/CPC

**\$775,282/  
\$11.56**  
Revenue Generated/  
ROAS

**5,045**  
App Installs