

Power Your Diner Marketing with Location Insights

With the rise of mobile, marketers can leverage the power of location data like never before. In the past, marketers could only see how consumers interacted with their own brand, and missed the larger picture. By making sense of location data, brands can now understand where consumers go and what they do in the real world — such as where they are traveling, and brand affinities. We call this level of information location intelligence. PlaceIQ helps dining locations leverage location intelligence to find the right audiences, deliver relevant messages, and measure results.



Case Study: Increase awareness for dining chain's promotion

Execution



CASUAL DINERS

Target diners who enjoy casual meals



TV VIEWERSHIP HABITS

Target audiences who regularly watch programming on ESPN, CBS, HGTV based on dining chain's TV schedule



NEARBY AUDIENCES

Target consumers who are within a specific radius of a brand's location

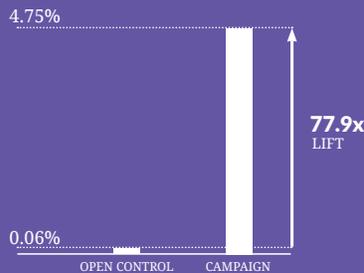


LAPSED DINERS

Reach consumers who visited the brand's location previously, but not in the past 30 days

Results

Campaign yielded a visitation rate (PVR) of 4.75%. Audiences that received ads showed a visitation rate 77.9 times higher than the average consumer (open control) indicating you are targeting highly relevant audiences.



*PVR stands for Place Visit Rate. It is PlaceIQ's proprietary foot traffic attribution measurement tool.

Insights

DINER DEMOGRAPHICS

Exposed audiences in Chattanooga, Indianapolis, Nashville and Atlanta delivered some of the highest visitation rates (PVR).

DINING CHAIN'S DINER BEHAVIOR

Diners preferred casual locations like Longhorn Steakhouse and Hometown Buffet. Reaching out to competitor's consumers could drive additional business to the brand's locations.

STYLE PREFERENCES

Diners chose to shop at fashionable, but economically conscious retailers like JC Penney, TJ Maxx and Kohls. Building a brand's dining location in relation to these stores could prove beneficial in driving business.



IDENTIFY THE RIGHT CONSUMER

Target zipcode specific audiences who frequently dine at casual locations



SEND THE RIGHT MESSAGE

Reach a consumer with more information or discounts on a promotional event



MEASURE VISITS

Identify which consumers were exposed to a mobile ad and how it impacted location visitation



CUSTOMER INTELLIGENCE

Analyze visitors or nearby visitors to understand audience attributes and preferences to fuel future campaigns