

QSR PLAYBOOK

Drive More Visits to your Restaurants

GroundTruth's media solutions target your customers based on where they go in the real world, so you can be confident that your campaigns will drive real business results.

In this playbook, we'll highlight key strategies to:

- Target and reach your audiences with precision
- Drive more visits and sales
- Increase profitability

Support Top Traffic-Driving Initiatives

While driving awareness, foot traffic, and sales!



Promote New Limited-Time Offers



Drive Traffic During Specific Dayparts



Target Value-Focused Customers



Promote Pick-Up and Delivery

What sets GroundTruth products & targeting solutions apart?

GroundTruth's proprietary platform, **Blueprints**, maps the real world in a virtual environment. Blueprints contextualizes the latitude and longitude coordinates to build more accurate audiences and location-based targeting solutions.

GroundTruth's audience targeting solutions are built from **100% observed visits**, ensuring that brands and marketers can reach consumers based off the most powerful indicator of intent.



How do we help brands & marketers drive real business results?

GroundTruth harnesses the power of location to power smarter targeting solutions built to reach the most relevant audiences based on their real-world behaviors.

Brand Initiatives

Message diners in the moment to drive them to your location.

Sample of real-time targeting tactics:

- Proximity
- On-Premise
- Neighborhoods

Connect with Consumers Based on Past Behaviors

Reach key audiences based on locations and points of interest that they visited.

Sample of behavioral targeting tactics:

- Location Audiences
- Behavioral Audiences
- Custom Audiences

GroundTruth can also layer in 3rd party audience targeting to reach people based on actions like past purchases or app usage.

Target Based on the Real-Time Weather Patterns

Combine location data with weather to trigger contextual, relevant and tailored messages to customers.

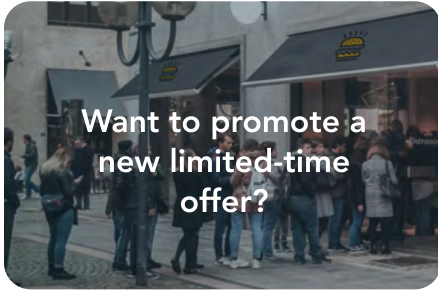
Sample weather triggers:

- Weather Conditions
- Humidity
- Temperature
- Wind
- Rain Probability
- Pressure
- Alerts

Powered by



What are recommended strategies to drive more visits to your restaurants?



Want to promote a new limited-time offer?

Drive awareness of LTOs and steal share from key competitors by reaching **Competitive Loyalists**.

Activate real-time tactics like **Proximity Targeting** to influence impulse trials by targeting customers near your locations.



Want to focus on driving traffic during specific dayparts?

Increase traffic to your locations during specific mealtimes.

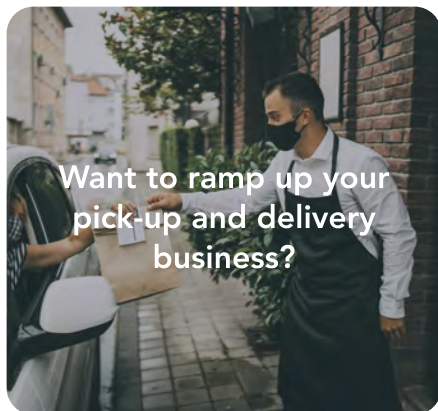
Leverage **Custom Audiences** to target heavy Breakfast, Lunch, Dinner, and Late-Night diners and steal share from your competition during key dayparts.



Are you focused on value-conscious customers?

Reach budget conscious customers with special offers, coupons and more.

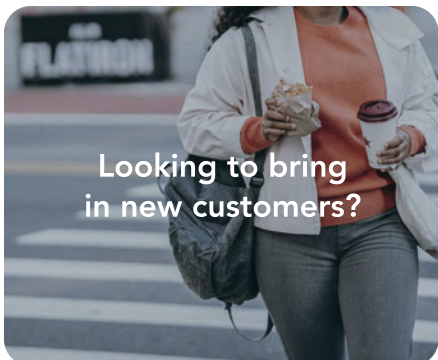
Tap into **Behavioral Audience Targeting** to identify customers who visits locations like off-price or fast-food restaurants to drive incremental sales.



Want to ramp up your pick-up and delivery business?

Promote pick-up with hyper-focused ads in customized **Neighborhoods trade areas and delivery zones** and drive hungry diners to your online app or website to place orders.

Weather can be a big motivator to pick-up or click that order online CTA so lean into the most accurate weather triggering solutions with GroundTruth. Bad weather means good news for pick-up and delivery.



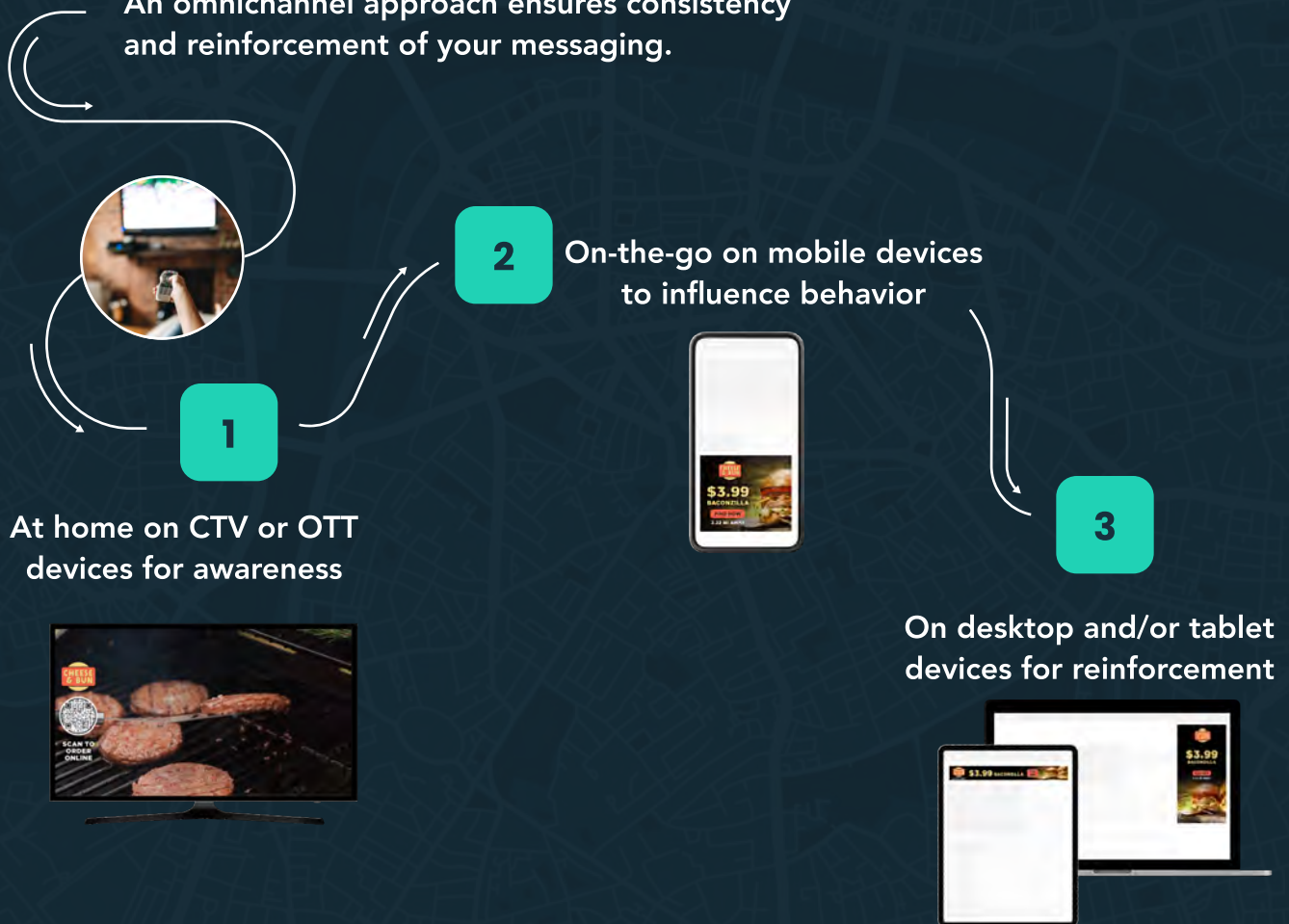
Looking to bring in new customers?

Focus your efforts on bringing in more revenue from new customers.

Negative target your **Loyalists** audiences to exclude your most frequent customers and only serve ads to new customers or leverage **Competitive Conquesting** to reach audiences with similar taste buds.

How can you influence your audience throughout the path to purchase with engaging creative?

An omnichannel approach ensures consistency and reinforcement of your messaging.



CTV + Mobile Ads Combined Drive Results

61% increase in store visits observed by recent GroundTruth campaigns when running CTV and mobile ads



How have we helped big brands reach their goals?

How a National QSR Chain Increased Foot Traffic

The goal was to drive efficient cost per visit to QSR with custom dynamic rich media creative based on different dayparts and weather conditions to increase relevancy of creative ads among Competitor Loyalists.

Real-world behaviors

- **Location Audience:** Target audiences who frequently visit similar competitors to steal share of market.
- **Dayparting:** Ran media during certain times of day/days of week to highlight meal specials and increase visitation during specific times.
- **Weather Triggering:** Dynamically drive media to showcase creative based on weather in user's local area, i.e. rain, snow, extreme heat.

Real business results



\$1.11

Average Cost per Visit



93K+

Total visits driven to QSR over two-month campaign



Taco Bell used GroundTruth location and audience targeting to **drive 170k visits** in two weeks as part of a \$500,000 fundraiser for the Live Más Scholarship.



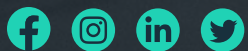
Location Targeting and Dynamic Creative ads connected mobile users to their local Dunkin' store. Secondary actions such as clicks to call their local store or get directions **skyrocketed to 35%**.



A major QSR brand drove **over 219K visits** to its fast-food locations, with a **visitation lift of almost 54%**.

About GroundTruth

We're an advertising company that leverages physical world data to build unique audience and targeting solutions for marketers.



Interested in Learning More?

Connect with your GroundTruth representative or reach out to hello@groundtruth.com