



BOOSTING IN-STORE VISITS WITH YOUTUBE ADS

ACHIEVED A 77% LOWER COST PER IN-STORE TRAFFIC EFFICIENTLY

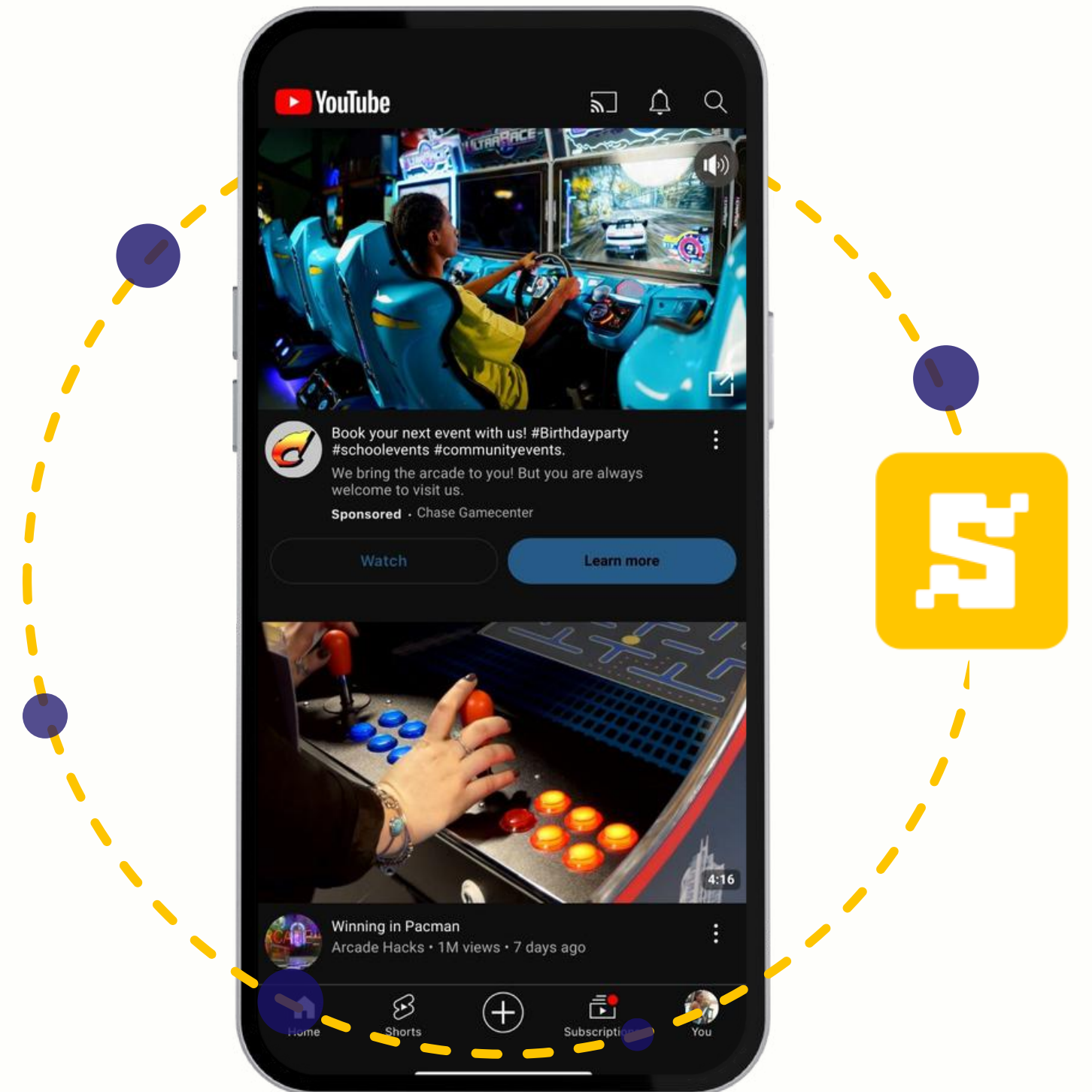
SUCCESS STORY



Client's goal

A well-known family entertainment center and restaurant chain leveraged YouTube ads to strategically boost in-store visits and reservations for its Play and Party package. With various play packages and party options, the company aimed to facilitate quality family time at its multiple locations.

This case study highlights how Strike Social handled and optimized a YouTube ad campaign adeptly. The objective was to increase in-store visits while maintaining cost efficiency and delivering targeted messaging for diverse audience segments.

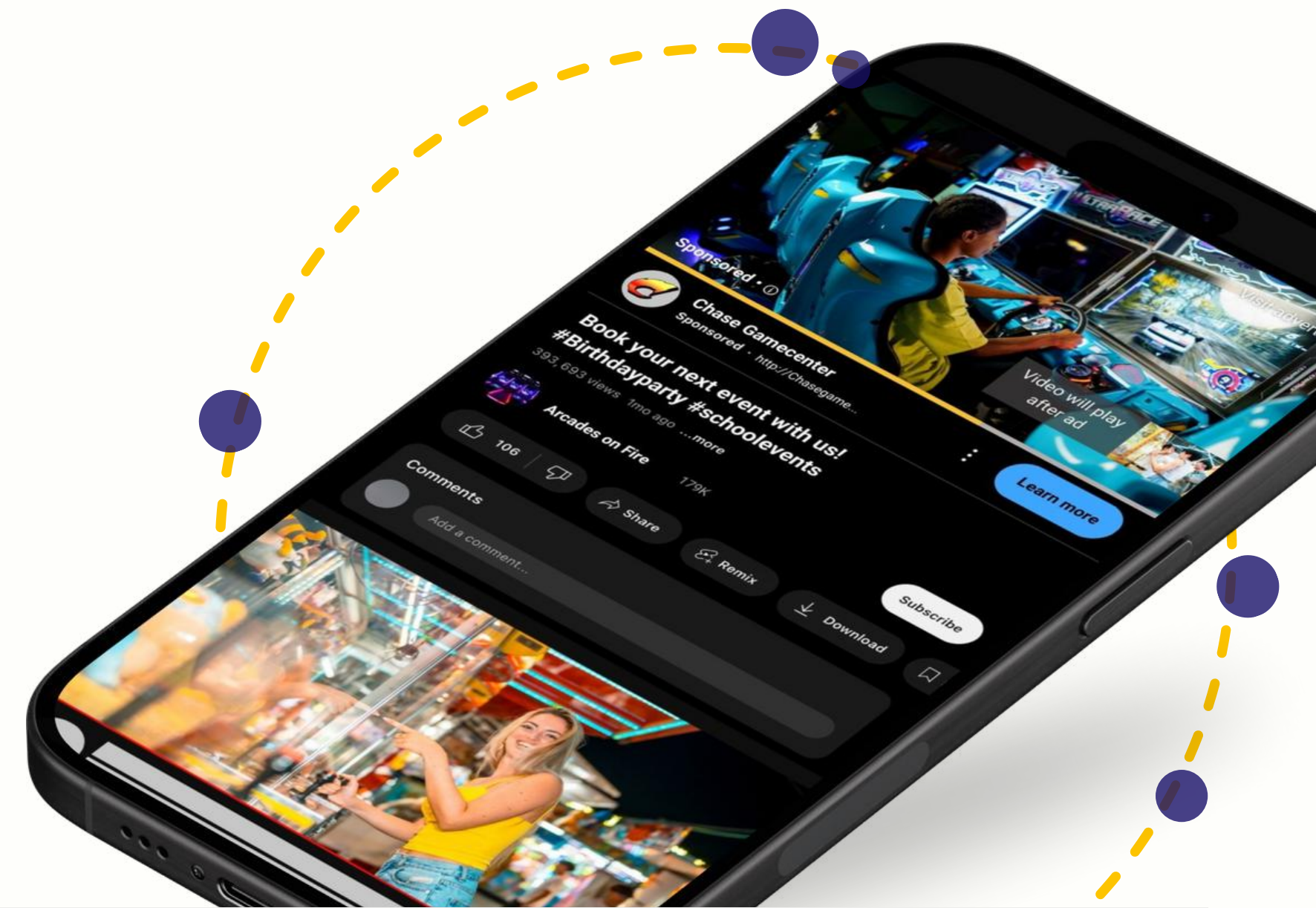


Campaign outcome

Strike Social achieved a 77% reduction in cost per store visit compared to internal benchmarks. It exceeded expectations by delivering over 200% of the projected views while maintaining a cost per view (CPV) 50% lower than the industry standard.

This efficiency is more than enhancing brand visibility it directly translates to tangible results:

- Generated 51,000+ store visits
- Contributing to \$1,025,000+ in-store visit revenue
- Demonstrating almost 8x ROAS through precise targeting and optimization



campaignlab

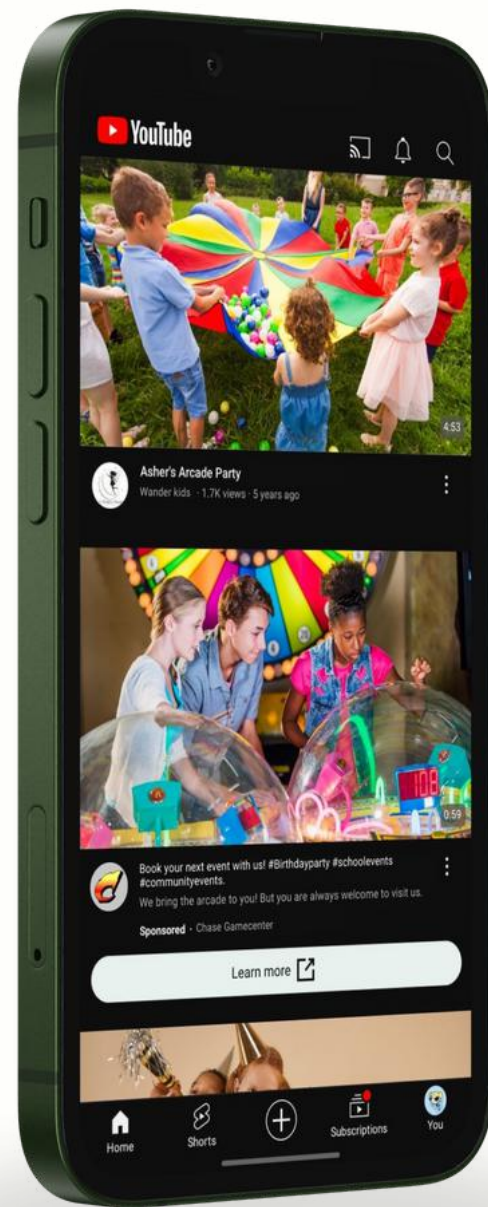
77% Achieved Savings

Actual cost per store visit \$1.56 VS.
Guaranteed cost \$6.80

200% Achieved Outcome

Actual Views 6.4+ Million VS.
Guaranteed views 3.2 Million

Strike solutions



Audience Segmentation and Tailored Creative

To maximize engagement, Strike divided the target audience into four key segments. Each segment received customized creative content, prioritizing ads that resonated with their specific interests and needs, increasing the likelihood of driving store visits.

Location Extensions Implementation

The campaign utilized YouTube's Location Extensions feature to enhance local relevance. When viewers saw an ad, they were shown the nearest location or store. This feature aimed to connect the digital experience with a nearby store, making it easier for parents to visualize the next step—visiting in person.

Daily Optimizations and Machine Learning

Strike employed machine-learning tools to continuously optimize the campaign and 24/7 campaign management. This included adjusting bidding strategies, refining targeting parameters, and focusing ad delivery on the most cost-efficient audience segments.



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