



SUCCESS STORY

QSR CAMPAIGN

INCREASE WEEKLY LIMITED-TIME OFFER
AWARENESS, DRIVE LOCAL SALES



THEIR GOAL

Increase awareness for over 60+ QSR branches across different DMAs, each with a different weekly budget and Limited Time Offer (LTO).

Ensure efficiency by running an Always-On campaign with creatives rotation based on promotions





28%

Lower than target CPM

25%

Efficiencies on connected TV CPM vs. Mobile Devices

96%

VCR on Connected TV

STRIKE SOLUTION



- Leverage the highly segmented media plan tailored to key client personas.
- Use YouTube Skippable TrueView In-Stream to reach qualified viewers who choose to watch the ads.
- Optimize daily to top-performing, most cost-effective targets with Strike Social's data science tools.
- On-time setup for time-sensitive Limited Time Offer YouTube ads campaign.





IMPROVE PAID MEDIA PERFORMANCE

[START RIGHT NOW](#)

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