

CASE STUDY

DINING AND ENTERTAINMENT VENUE ACHIEVES 382 CONVERSIONS WITH DISPLAY, MICROPROXIMITY, AND DEVICE ID

Client

Dining & Entertainment Venue

Campaign Length

One Month

Objective

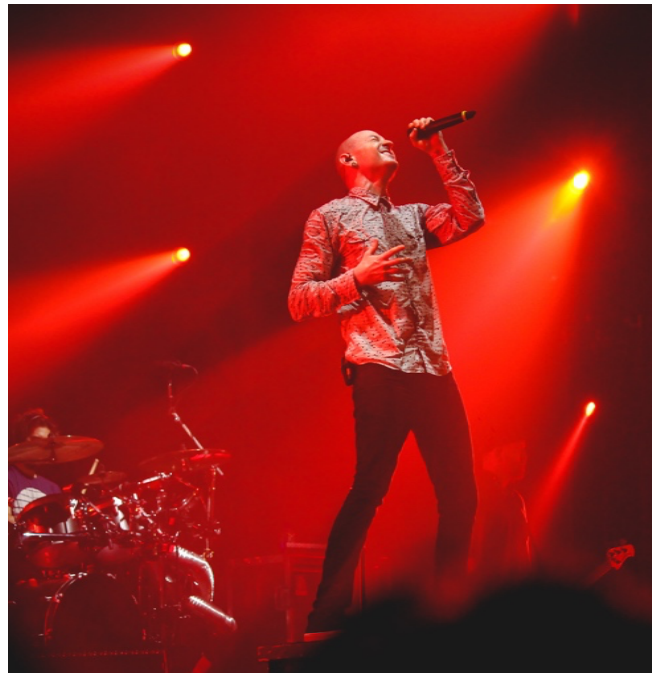
To drive more traffic and reservations to their dinner shows, as well as extend customers visit to stay after for the nightclub.

Challenge

With two locations, the challenge came when trying fill the larger property based on the original established location.

Solution

We recommended a mix of Display, Microproximity, and Device ID to achieve the client's goals of brand awareness and well as driving conversions and ultimately incremental revenue for this venue.



RESULTS

The combination of digital solutions provided this entertainment venue with 382 new visits in January with each individual person visiting spending \$50+.

KEY FINDINGS

The client found a very large return on investment when targeting locals who had visited their competitors. Specifically using Device ID, we were able to target and convert those customers.