



CASE STUDY

dstillery & cuebiq

DRIVING IN-RESTAURANT TRAFFIC FOR A **CASUAL DINING CHAIN** FROM ONLINE ORDERS

Client's Goals & Objectives

Increase online sales and drive customers to their local restaurant to pick up their order.

Dstillery's Strategy and Solution

Dstillery created custom Location Audiences to geofence 92 locations nationwide. To reach in-market users, Dstillery utilized Custom AI and Behavioral Audiences, targeting segments such as Chain Restaurant Enthusiasts, Order-In Eaters and Foodies.

Campaign Results & Business Impact

Dstillery partnered with Cuebiq to measure in-store lift as a result of the campaign goals. Within 6 days of seeing the ad, 32% of consumers converted online and visited their local restaurant to pick up their order.