



Australian QSR Brand achieves higher than average engagement rates with Near's Allspark

BIG worked with Near to promote and achieve better engagement rates for a limited-time menu item for the QSR brand.

Situation

The Quick Service Restaurant (QSR) segment is one of the most hotly contested in the Australian market for eatery options with established global brands primarily competing on speed, efficiency and a mix of well-known consumer menu selections. These outlets are also typically clustered within high consumer traffic zones and frequently pepper their surrounding areas with similar offers, deals and discounts across a multitude of consumer mediums and awareness platforms.

However, when most QSRs are using similar engagement methods the success or failure of a campaign (and the associated ad spend) can be sensitive to timing, demographics and other datasets that a QSR isn't able to capture and analyse. Simply put, data intelligence revealing enhanced insights into consumer segments, behaviours and personas would represent a real competitive advantage and the opportunity for a greater share of wallet across a QSR's local area at the expense of competitors.

The Challenge

To gauge consumer interest in the potential return of a popular time limited menu item, a well known QSR posted, via Instagram, if they received 5000+ likes and comments on the post the item would be returned to circulation. After receiving over 7000 likes and 5000 comments, the QSR was not only interested in capitalising on the interest in this menu item regarding footfall and retail sales, but also a sharper understanding of customers across localised areas. In doing so they could optimise their ad spend, customise audience promotions and provide a highly curated customer experience. However, to do so they would need the expertise of a leading provider in geolocation tracking technology to assist with this data intelligence project.

Solution

The adtech agency, BIG, collaborated with data intelligence provider, Near, using our game-changing Allspark platform. Allspark enables brands to create custom audience segments by choosing from multiple data sets such as demographics, affluence level, interests etc. These data inputs combined with proximity targeting enable advertisers to create highly customised, hyper-localised marketing campaigns.

Proximity targeting is a dynamic marketing tool using permission based mobile location services to reach consumers in real-time when they are within a designated proximity to a store location or point of interest. By using this solution advertisers can benefit from extracting deeper insights into the digital footprint of targeting audience segments, and potentially unearthing new ones.

Results

The outcome was a resounding success with the campaign achieving higher than average engagement rates. The following insights were gained and have since been used to optimise this QSR's marketing mix and ad spend.

616,229 Views

with an average of
3 views per user

9.95% CTR

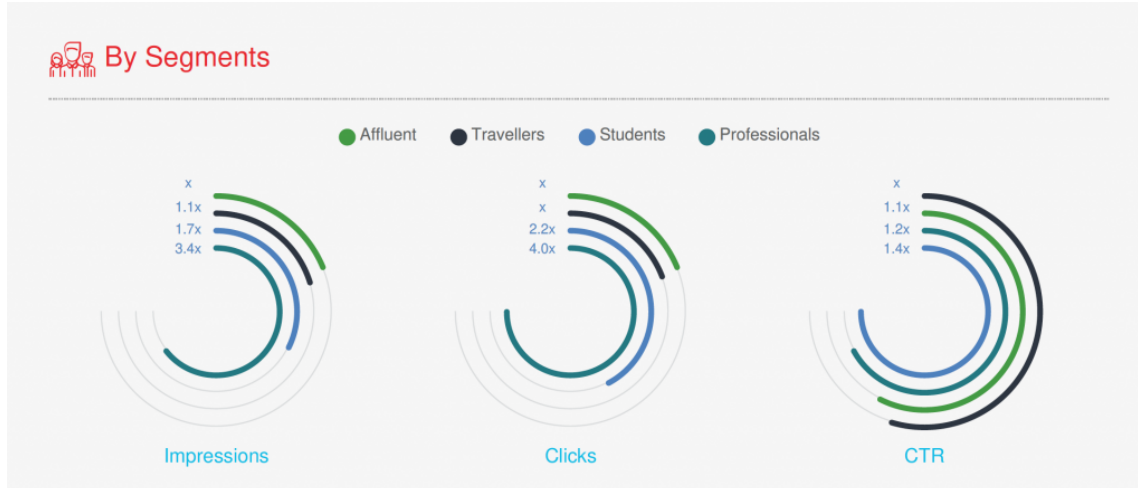
of Average Click
Thru Rate(CTR)

Higher Ad Engagement

amongst females
than males

25 - 34 year old Professionals

were reached the most, however
Students showed the highest
audience engagement



About Near

Near, the world's largest source of intelligence on people and places, is the global leader in Data Intelligence empowering organizations of all sizes to make smart, strategic decisions delivering optimal business performance. Our platform unites the marketers and operational data leaders by providing the most accurate, reliable source of data. Our transparent, privacy-led approach means you will never doubt our authenticity.

We are determined to provide actionable insights as we work relentlessly to shape, build and maintain the world's largest source of intelligence on people and places in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy led source of intelligence on people, places and products.

Visit www.near.com to find out more.