



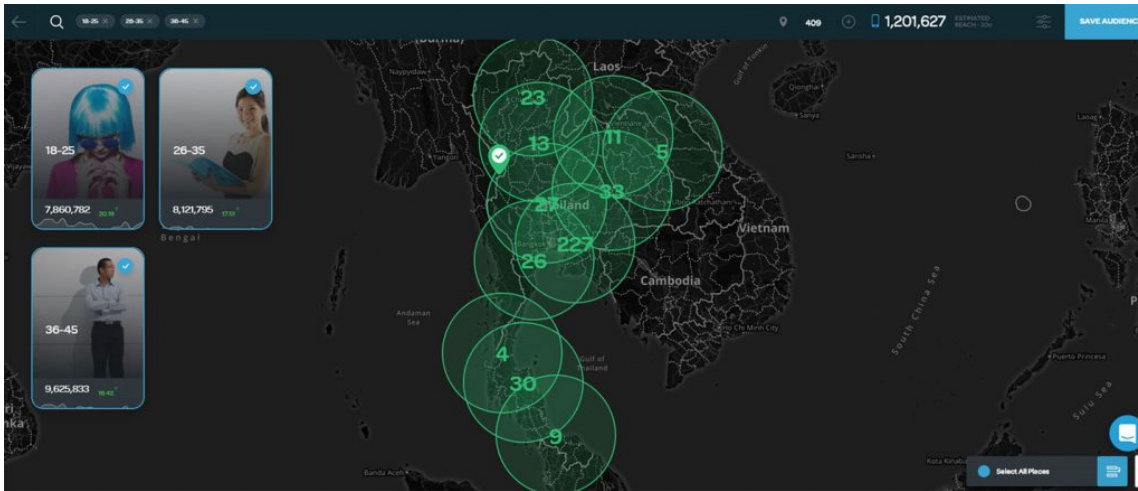
Fast-Food Chain Wins Millennials with Data-Driven Marketing

Objective

A global fast-food brand introduced a new pasta dish for a limited time period across 8 outlets in Thailand. With the intent to drive awareness about this recent addition to the menu, the brand wanted to target its existing audience as well as increase footfalls at these outlets.

Strategy and Execution

To meet this objective, Near used Allspark, its audience SaaS product to curate the QSR/fast-food chain audience segment for this brand. This audience segment encompassed users from 18 to 45 years of age, seen in and around the brand's and competitors' stores for the past 30 days and was created by analyzing multiple data sets in Allspark.



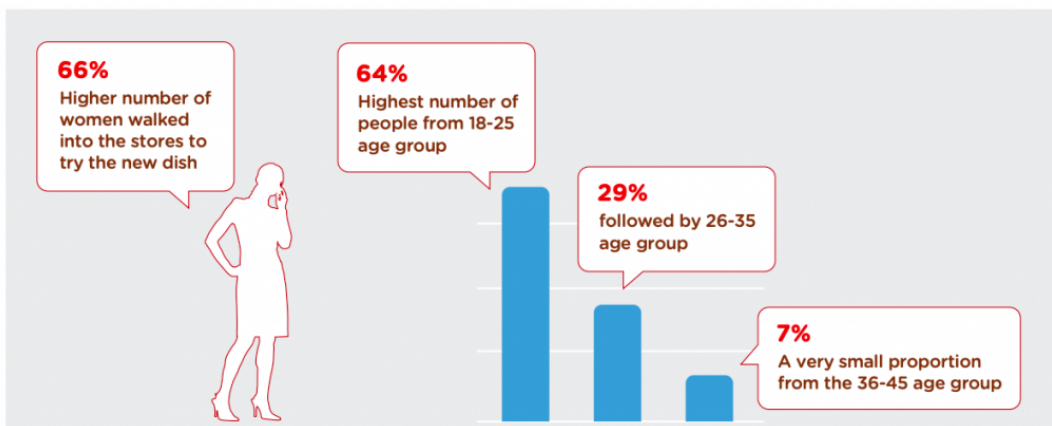
Near then targeted the 'QSR audience' segment in addition to the users seen in and around its 8 stores in real-time, basis the fresh data available in Allspark, to drive walk-ins. The brand's message was promoted in real-time, that helped in driving awareness and boosting walk-ins due to the relevant audience targeting.

Results

Near performed several analyses to measure the effectiveness of this strategy and also to help the brand gain a better understanding of its consumers.

- The results show that a higher number of women (66%) walked into the stores to try the new dish.
- The promotion drew a higher number of Millennials, 64% of people aged 18-25 years followed by 26-35 age group (29%), and a very small proportion from the 36-45 age group (7%).
- Professionals, Affluent and Travelers walked in more in comparison to other audience profiles.

We also conducted a footfall study to measure the walk-ins by the audience. The attribution lift index (exposed vs non-exposed audience) for this targeting was 65%. The QSR audience resonated with the brand's messaging, promotional offer and responded well.



OTHER INSIGHTS WERE AS FOLLOWS:



Lunch and Dinner times from **1-3 pm** and **8 pm** were popular among all 8 outlets



The promotion drew an additional **1,273 people** from the **45+ years** audience segment.

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.