

CASE STUDY



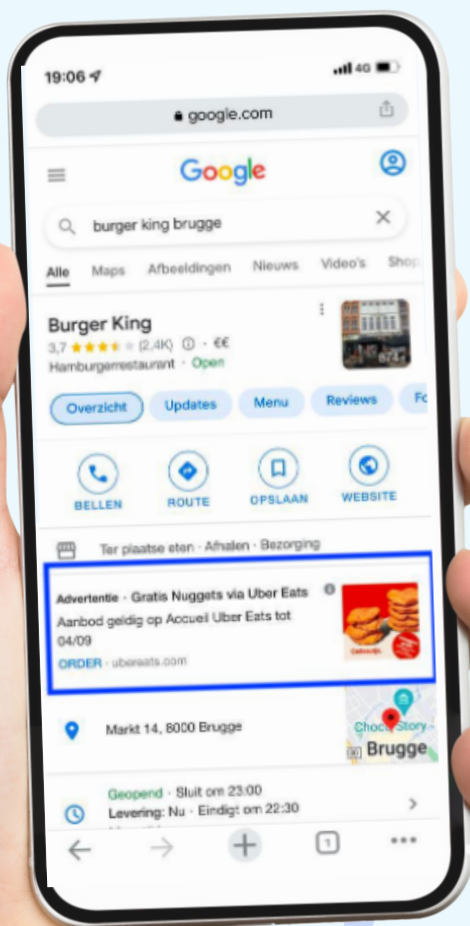
How do Ads increase traffic to local restaurants?

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Ads do give better visibility and increase traffic.

Sure, that's their point.



But how much more are we talking about?



(That's what Burger King Belgium wanted to find out for their restaurants)

So we tried it out! 🙌 🙌

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Ads were set-up for a few locations, for one week...

Advertentie · Gratis Nuggets via Uber Eats

Aanbod geldig op Accueil Uber Eats tot
04/09

ORDER · ubereats.com



It was a success!



Curious about the results?



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Those restaurants reached...

+58% search increase compared to the average number of searches per restaurant

+60% impressions increase compared to the average number of impressions per restaurant

+38% activations increase compared to the average number of activations

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Our goal was to measure the impact of Ads campaigns for our local restaurants, to see if it was worth it, traffic and investment wise. Also, we wanted to get more visibility for our restaurants and to supplement our national campaigns.

We're satisfied to see the impact on a local level, even within a short time period. We're looking forward using these campaigns on the scale of our network with Mobilosoft, especially with the holidays season coming!



Laurens Marynissen
Trade Marketeer Burger King



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