

Local restaurant tops \$100,000 from online orders via Display and Paid Search campaign



INDUSTRY

Food & Drink

PRODUCT

Online Restaurant Orders

ADVERTISING SOLUTION

Display & Paid Search

CAMPAIGN LENGTH

Four Months

Objective

To increase the number of to-go or takeout orders.

Challenge

Facing social distancing guidelines during COVID-19, the client wanted to let customers know that their business is open for online ordering and takeout.

Solution

Our recommendation was to pair Display and Paid Search to create a full funnel strategy. We behaviorally targeted individuals who exhibited interest in the restaurant's cuisine, and strategically bid on relevant keywords to capture people searching for to-go orders in the area.

Results

The client was ecstatic with the campaign performance and saw that revenue from online orders increased by nearly 65% during the campaign period – enabling the business to generate close to \$100,000!

Key Findings

The behavioral and demographic targeting options available through Display can help reach defined audiences. This ensures that intended and relevant individuals will receive the ad.