

# CASE STUDY

## National QSR Utilizes *Sporting Tentpole Events* to Drive In-Store Foot Traffic and Online Orders

### Objective

A popular QSR brand sought a way to connect with patrons during live sporting tentpole events, with the goal of either driving diners into the restaurant or facilitating online orders. They also wanted a way to convey key product attributes in a non-invasive, user-friendly environment. With hundreds of locations across the country, they needed to be cost efficient, while also ensuring optimal spend across each individual franchise location.

### Solution

Digital Remedy developed a custom OTT media plan targeting live sports content centered around key games and events throughout the year. Through direct partnerships with streaming publishers, Digital Remedy was able to surpass CPM goals, ensuring a cost-efficient impression volume and ensuring every dollar counts. With 24/7, white-glove customer service, Digital Remedy meticulously optimized the campaign at the line item level, assuring successful performance for each restaurant location. Analysis of online order conversion data and in-store foot traffic attribution, a high level of customer satisfaction and trust was established, with the client renewing the campaign for four additional campaigns, to date.

**229%**

Incremental lift in  
online orders

**101%**

Increase in  
location visits

