



Case Study: Quick Serve Restaurants (QSR) **Search---Targeted Advertising Delivers Higher CTRs and Conversions**

THE OPPORTUNITY

Jamba Juice, the category defining leader in healthy blended beverages, juices, and good-for-you snacks, wanted to create awareness in the on-the-go market with four offerings identified as Campaigns #1, #2, #3, and #4. In addition, Jamba Juice wanted to test mobile's performance in driving increased in-store foot traffic across their 750 U.S. locations.

THE CHALLENGE

Objective: Media effectiveness testing – Does incorporating keyword targeting result in higher CTRs and conversions?

Jamba Juice was interested in maximizing conversions through effective targeting. A mobile local search application was chosen as the mobile medium. Targeting tools included day-parting, GEO-targeting, and keyword targeting with keyword serving as the TEST group.

CAMPAIGN FRAMEWORK

A control group and test group were established for each campaign and the objective was to determine user performance in each of the test and control groups based on implementation of day-parting, GEO-targeting, and keyword. Performance metrics such as click-thru rates and click-to-call and click-to-map were measured.

- **CAMPAIGN #1 & CAMPAIGN #2**

Control Group:

- 10 mile GEO-target radius set around each Jamba Juice location
- Banners and text ads served for GEO-target relevance
- Keywords (search terms) were **not** applied

Test Group:

- 10 mile GEO-target radius set around each Jamba Juice location
- Banners and text ads served based on GEO-target relevance
- Keywords (search terms) triggered Jamba Juice media display

- **CAMPAIGN #3 & CAMPAIGN #4**

- Control Group and Test Groups were same as above, except Campaigns #3 and #4 included day parting.



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- Control Group: If the user was within 10mi of Jamba Juice location, then banner & text ad displayed.
- Test Group: On entry of keyword, and if user was within 10mi of Jamba Juice location, then banner & text ad displayed.
- Text ad appears in Sponsored Listings and offers the mobile user the option to click-to-call and click-to-map.
- Banner appears at top of screen and offers the mobile user the option to click-to-landing page, with further options to click-to-call.





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HIGHLIGHTS OF CAMPAIGN RESULTS

CONTROL	LISTINGS	Performance	Click-to-call	Click-to-map	Banners
CAMPAIGN	CTR	0.19%			CTR
#1	0.81%	4.263	2.89%	0.48%	0.69%
#2	1.94%	10.211	2.37%	8.30%	0.63%
#3	1.28%	6.737	3.82%	2.90%	0.46%
#4	1.46%	7.684	2.86%	4.25%	0.58%
TEST	LISTINGS	Performance	Click-to-call	Click-to-map	Banners
CAMPAIGN	CTR	0.19%			CTR
#1	2.04%	10.737	5.56%	0.00%	1.40%
#2	2.52%	13.263	16.67%	12.12%	0.31%
#3	2.39%	12.579	3.57%	7.14%	0.39%
#4	3.00%	15.789	9.54%	9.54%	0.30%

The CONTROL groups as listed in the above table, show a performance range between 4.2 times to 10.2 times the industry standard when only location and day parting are used for targeting. However, in the TEST groups, the performance range for each increases to between 10.7 times to 15.8 times the industry standard when keyword targeting is incorporated.

SUMMARY

Four campaigns were conducted during the months of September and October. The objective of the campaigns was to determine if there is an increase in consumer conversion when search-term / keywords are incorporated into the targeting mix. The test campaigns targeted by keyword, location and day-part whereas the control campaigns targeted only by location and day-part (NOT KEYWORD). In all four campaigns, search clearly demonstrated a remarkable increase in consumer click-thru rates over the control group which did not target by search-term / keyword. It is worth noting that the control groups also delivered higher than average click-thru rates compared to industry standards, however, this can be attributed to GEO-targeting and day-parting.