

Case Study

Native assets, alongside display banner assets, helped a national quick-service restaurant (QSR) chain further reduce cost-per-acquisition (CPA) while boosting total online sales.

The Objective

- Leverage native advertising to drive conversions
- Reduce CPA to below \$6.12
- Increase the amount of total online sales

The Solution

Despite running an already successful digital advertising campaign, a national quick-service restaurant (QSR) chain wanted to push performance even further by testing other creative types. The restaurant was aiming to reduce its CPA for online sales to below \$6.12 while boosting total online sales. The goal was to determine if native ad formats could be used for conversion-based purposes and improve overall performance.

The restaurant leveraged Choozle to replicate its existing campaign approach, which ran alongside a nearly identical, six-week campaign—the only difference being that one was carried out using display banner assets, and the other native assets. This side-by-side test offered extremely valuable insights into this previously untapped inventory while exceeding goals and expectations.

Running native assets alongside display banner assets resulted in doubling online sales and achieving a 63 percent improvement in CPA. More importantly, the addition of native assets allowed the restaurant to exceed its original CPA goal by 94 percent.

Key Results

2x
increase
online sales as
compared to only
using display

63%
improvement
in CPA

Exceeded
their CPA
goals by
95%