

Using Emotion Targeting, PMG Drove Incremental Visits And Sales

40%

Increase In Incremental
Restaurant Visits

48%

Increase In
Incremental Sales



Goal

In recent years, Quick Service Restaurants (QSRs), including major fast-food chains, have faced declining sales. This consumer pullback is largely attributed to rising prices, particularly as the costs of eating out have outpaced eating at home. Now, QSRs are competing for fewer customers, making it more important than ever to find new creative ways to market products and services to garner consumer attention and drive more sales.

Strategy

For PMG, Wurl developed custom QSR segments to target emotions related to craving and hunger. Wurl also partnered with Innovid for this campaign, allowing PMG to serve their creatives dynamically to those emotions and further personalize for location, with each asset promoting regional food specials. PMG improved the resonance of their food advertising by timing ads alongside programming content that evokes anticipation and joy, resulting in a measurable increase in visits and purchases.

Outcome

InMarket, an independent measurement partner specializing in location and visit attribution, provided third-party validation of the campaign results. Their analysis found that impressions delivered with emotion-based targeting drove a 40% lift in incremental restaurant visits and a 48% incremental increase in sales. Notably, emotion targeting was PMG's most performant CTV strategy for boosting store visits for their QSR client.



Our marketing campaign utilizing BrandDiscovery's emotional targeting and **Innovid's dynamic creative optimization struck such a chord with our audience that we've decided to keep it running as an evergreen strategy.**

Its success in driving engagement, site visits, and sales has solidified its place in our marketing mix. We're proud to continue reaching our customers with this campaign, ensuring that our message remains vibrant and resonant.

Doug Paladino, Programmatic Director | PMG

