



ShopAdvisor, Inc.

QSR Pilot Program

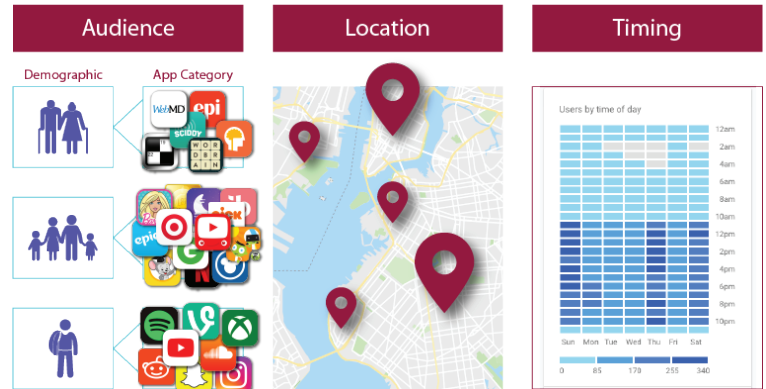
Are you looking for a more innovative way to attract and drive customers to your restaurant? A more cost-effective method to bring in diners during off-hours? Showcase a new location in a busy and competitive area?

If so, it's time to look at running a proximity marketing campaign with ShopAdvisor. ShopAdvisor has provided industry-leading results to QSR's by planning, executing, and managing mobile marketing campaigns nationwide. By delivering engaging promotions to consumers on their phones, tablets or desktops around your restaurants, ShopAdvisor enables QSR and fast casual owner/operators to reach their ideal customers with redeemable offers and customized experiences that will bring them to your nearest location.

ShopAdvisor can help accomplish this in
4 easy steps:

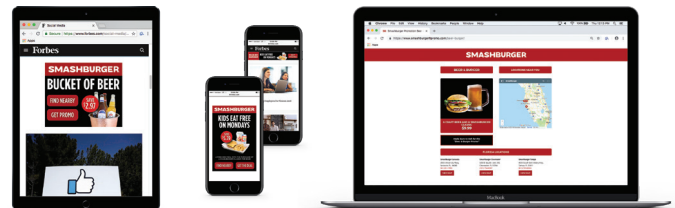
1. Planning & Strategy

- Gather information on the population size of a city's DMA to determine the reach for market penetration
- Geo-fence a specified number of restaurant locations accordingly
- Match promotions to specific audience targets via 3rd party audience data for a personalized end-user experience



2. Rich Media Creatives Design & Development

- Creations of digital ads and offers in multiple formats for various devices
- Development of custom landing page experiences for further customer engagement and data gathering
- Assign creatives to specific weekly promotions

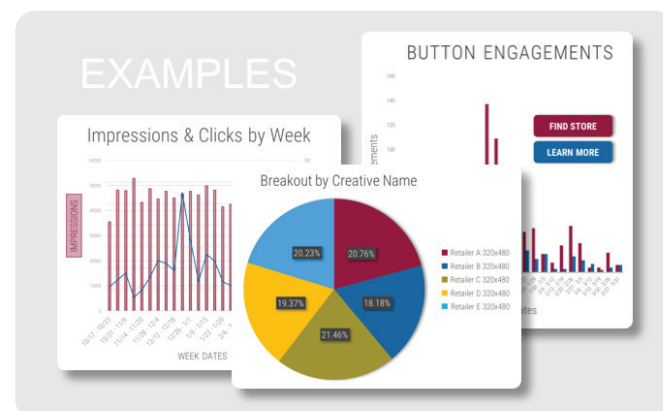


3. Management




- Day Parting – Only running advertising to coincide with restaurant operating hours
- Adding in new audience segments from data sources to expand the reach
- Adjust budgets towards better-performing mediums, for example, desktop promotions are underperforming so reallocate those dollars to tablet and mobile promotions

4. Post Campaign

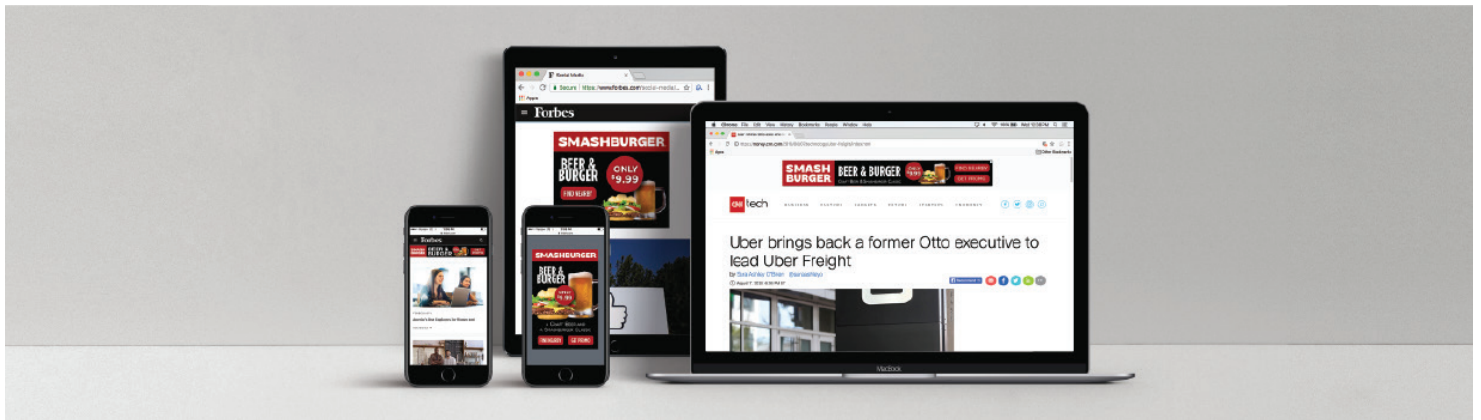
- Daily delivery graphs which show the progression of promotion including engagements
- Overview by device targeted, ad delivered and engagements for each by creative ad units
- Landing page information such as the number of hits against each promo
- Demographic information on users to landing pages such as age group, gender, interests, etc.
- Cost per engagement (CPE) and how this was cut in half from its highest peak, and then correlating marketing analytics with POS receipts



A powered by ShopAdvisor pilot campaign comes in 3 tiers, depending on the number of customer engagements and how many restaurant locations you're looking to drive customers to.

	\$10K	\$15K	\$20K
 Impressions	3M	4.5M	6M
 Locations	3-5	6-8	9-11
 Engagements	9k	13.5k	18k

Case Study



ShopAdvisor's recent campaign with Re grub LLC franchisee, Smashburger, saw metrics which exceeded industry standards and ultimately led to a 15% lift in sales over 90 days. Through careful pre-campaign planning, to creating and refreshing digital ads, to ongoing campaign optimization ShopAdvisor was able to deliver incredible results while increasing campaign effectiveness of 1000% from start to finish.

Over the course of a 90-day campaign, the powered by ShopAdvisor campaign delivered results that either achieved or exceeded Re grub's expectations, including:

- Delivering 11.5M total impressions in and around three restaurant locations
- Securing 31K customer engagements, which entailed getting directions to the nearest location or learning more about meals and offers

- Increasing campaign effectiveness by over 1000% from the first week.
- Reducing overall cost per engagement throughout the campaign from \$4.00 to \$0.76, achieving optimal results by industry standards.
- Obtaining good to excellent engagement with most-important customer segments-average CTR .78%
- Delivering 15% lift in revenue at participating locations when compared the 90 days preceding the campaign.

A key aspect of ShopAdvisor's proximity marketing campaigns is that there is no need for a proprietary app as we can run digital ads across multiple apps and web browsers, as well as on smartphones, desktops, and tablets. ShopAdvisor enables the fast implementation of a mobile marketing campaign because it's a one-stop-shop, providing pre-campaign planning and target audience analysis; design and development of rich media creatives (the ads), end-to-end campaign management and optimization; and campaign effectiveness and attribution via sales lift analysis and other activity reporting.

By implementing mobile ads with custom landing pages, we can take the data even further beyond impressions and clicks. By offering a redeemable code or coupon, we can close the loop while simultaneously providing extra incentives to eat at your restaurant.

For example, here are some sample questions that can help discover which meals are most popular, how many people are being driven to your restaurant, and how frequently they're coming in.

- How many times do you eat fast food per week?
- Favorite meal from our menu?
- How many people are dining with you?

What are the cost benefits of running a proximity marketing campaign with ShopAdvisor?

A nationwide QSR chain that ran a campaign with ShopAdvisor in Q4 of 2018, saw a lift in sales of 15%. With annual revenue of \$1.2M at each of their restaurants, this breaks down to \$300K per quarter which meant a \$45K increase per restaurant over the 90-day campaign. With the 3 targeted restaurants, that's \$135K in extra revenue that the QSR chain gained just by working with ShopAdvisor!

So what are you waiting for? Contact ShopAdvisor today and get the ball rolling on your mobile proximity marketing campaign.