

# Integrated Success Story: QSR New Menu Launch

## Objective

Drive awareness of a new menu launch across restaurant locations nationally.

## Solution

- Mailed print ads directly to consumers within close proximity of the restaurant location
- Sent follow-up geo-fenced & geo-aware dynamic mobile messaging using same proprietary data (250MM impressions)

## Result

- Foot Traffic analytics measured the effectiveness of mobile
- POS data measured sales lift and coupon redemptions via print media

