

Reaching Multiple DMA's through Geo-Targeting and Granular Control

Challenge

A top-ten U.S. quick-serve restaurant wanted to support its outlets in 17 specific locations nationwide, including Fresno, California; Amarillo, Texas; Charlotte, North Carolina; and other targeted DMA's. The company's ad network planned a six-month series of online video campaigns to promote the QSR in these local markets. Working with a monthly budget of less than \$5,000, the agency needed to make every impression count by ensuring that the campaign's audience consisted of qualified customers within the intended DMA's—not consumers two towns away.

Objectives

The QSR's ad network planned a series of 30-second online video ads, but needed help accessing targeted inventory to fulfill the campaigns within such narrowly defined geographical segments. A high level of granular control was essential for managing and refining the campaigns month-by-month to maximize impact and return on marketing investment.

The adap.tv Solution

The adap.tv marketplace provided the reach needed to identify the QSR's audience in multiple cities. Combined with effective targeting for segments both large and—in this case—quite narrow, the adap.tv marketplace helped the QSR's ad network reach the 11 specific DMA's without wasting impressions on out-of-market viewers.

Success

The adap.tv marketplace delivered the full number of specified impressions per DMA, enabling the ad network to execute highly effective and cost-efficient campaigns on its client's behalf.

Product	Quick-serve restaurant
Flight time	5 days
Target Impressions	350,000
Total DMAs: 11 U.S.	



Business Impact

Narrowly defined geographic segments made every impression count for a campaign targeting multiple small DMA's

The adap.tv marketplace provided ample inventory to fulfill even the most finely targeted campaign

By minimizing out-of-market impressions, adap.tv ensured an optimal business impact for a relatively small advertising budget