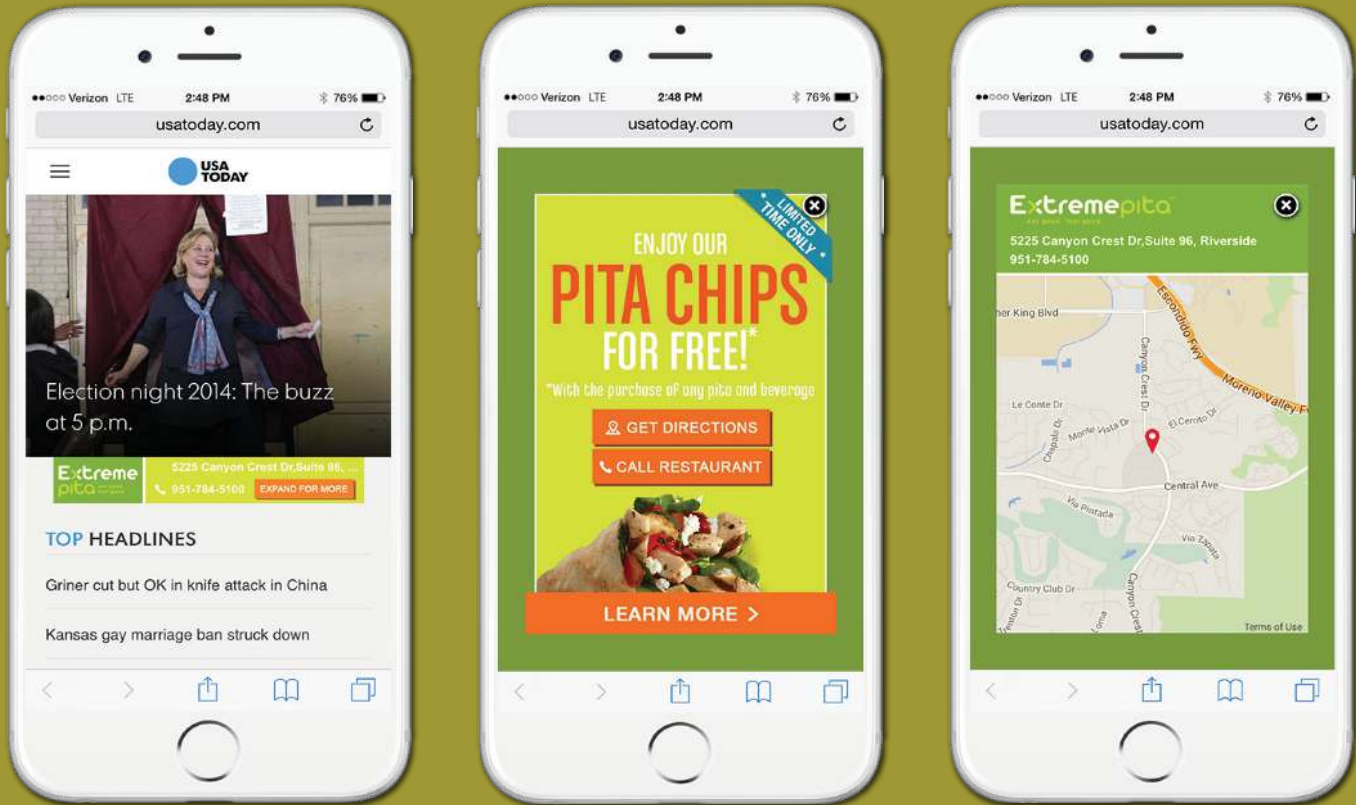


ShopAdvisor, Inc.






Extreme Pita Campaign Media ROI Connection

BACKGROUND

ShopAdvisor worked with Extreme Pita to drive online customers to restaurants using location-aware rich media.

OBJECTIVES

-  Increase restaurant sales and patronage.
-  Drive traffic to and engage customers on the Extreme Pita Website.
-  Drive messaging and raise awareness of Extreme Pita through impressions and reach of digital media.

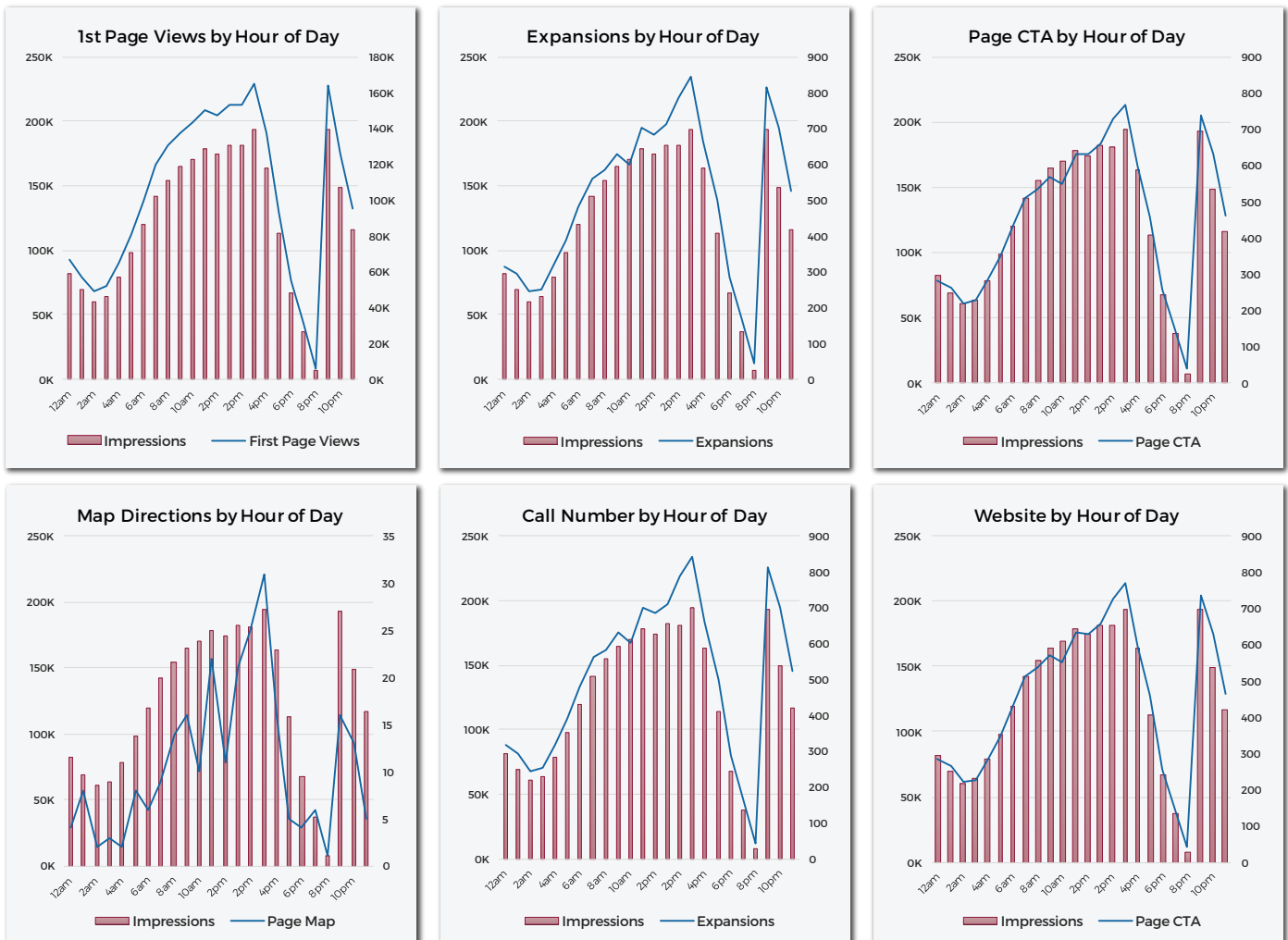
APPROACH

ShopAdvisor provided the client with a one-stop solution that included:

- Measure marketing campaign effectiveness through deep analysis of media ROI connection.
- Create rich media creatives to direct shoppers to local restaurant locations and provide store hours as well as to the restaurant landing page for further brand engagement.
- Serve advertisements to specific audience target at specific times and location to increase chance of reaching the consumer at the right time and place with the right message to encourage visits.

RESULTS

Some example charts from the Campaign's Media ROI Connection Analysis:



FIND OUT MORE BY EMAILING CONTACT@SHOPADVISOR.COM