



Untapped Audiences

National seafood restaurant and their media agency garner visitation lift with Scope's TV Reach Extension

CHALLENGE

A nationwide seafood restaurant teamed up with their media agency to develop a holistic video strategy that would drive foot traffic to restaurants. The team wanted to extend the reach of their linear TV investment by finding under-served TV audiences and cord-cutters in the OTT/CTV space.

SOLUTION

The agency TV team joined forces with 4C to find untapped audiences in OTT/CTV. Using Scope's TV Reach Extension planning tool, the team was able to analyze the projected audience reach of their future TV plan, and create an audience of under-served and not-yet-reached consumers to target across OTT/CTV providers. The team then leveraged Scope's partnership with Placed by Foursquare to measure the lift in restaurant visitation based on audiences exposed to the campaign.

RESULTS

As a first-mover on this innovative converged planning solution, the brand and agency teams were both pleased with the solution and performance of the campaign. Compared to category benchmarks, the campaign saw a 16% increase in location visits, resulting in a 10X ROAS.

10X

ROAS

↑ 16%

in location visits*

FEATURES

TV Reach Extension
OTT Campaign Manager
Placed Measurement

REGION

U.S.

*Lift was calculated by finding the percent difference in visitation rates between campaign's exposed members of Placed audience and an unexposed lookalike audience.



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