

Display Advertising

Grotto Pizza

Audience Targeting is a cost-effective and efficient way to pinpoint your ideal audience based on geography, demographics, interest, and behavior wherever they may be on the Internet.

RESULTS

- Impressions: 1,116,925
- Ad Engagements: 31,922
- Total Site Visits: 4,294
- Clicks: 1,115
- View Throughs: 3,179

Objective

Promote off-season specials for delivery and take-out orders at several Grotto Pizza locations.



Solutions

A 3-month Display Advertising campaign to target families who are likely to dine-out or order take-out from a local restaurant.



Digital Lift
5.2x

People who saw Grotto Pizza's digital ad were **5.2 times more likely** to visit their website than the unexposed audience.