

GOAL



AWARENESS



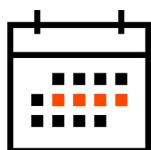
AWARENESS

Restaurant opening a new store in a new location. Goal of the campaign was awareness. Campaign task was to be geo targeted of 5miles around the new location as this is what in-store surveys showed was the average distance travelled.

OVERVIEW



DURHAM, NORTH CAROLINA



1 MONTH CAMPAIGN



\$3500 SPEND



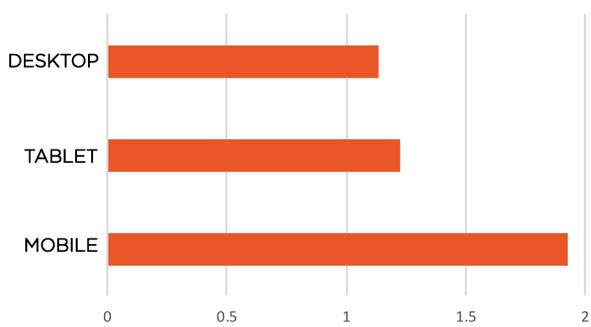
DESKTOP, MOBILE AND TABLET

WEIGHTING

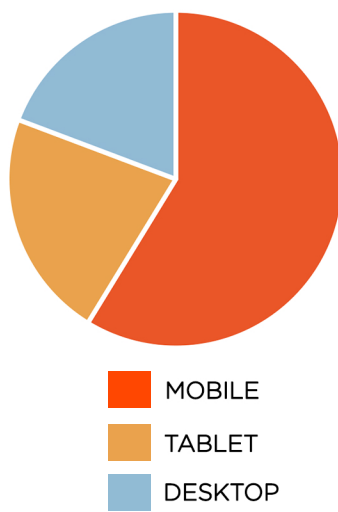


	IMPRESSIONS	UNIQUES	FREQ
MOBILE	2,602,471	1,351,235	1.9
TABLET	974,662	793,073	1.2
DESKTOP	853,147	753,147	1.1

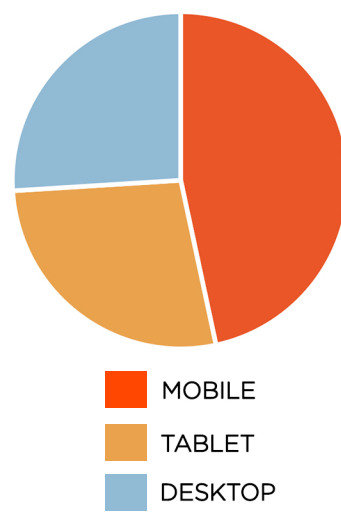
FREQUENCY



IMPRESSIONS



UNIQUES



RESULTS

4,430,280

TOTAL IMPRESSIONS

2,897,456

UNIQUE REACH

1.5

AVERAGE FREQ