

Device ID drives over 400 visitors to brewery for weekday student happy hours



INDUSTRY
Food & Drink

PRODUCT
Brewery

ADVERTISING SOLUTION
Device ID

CAMPAIGN LENGTH
One Month

Objective

The client hoped to target individuals on their local university's campus who are aged 21+ in order to drive brewery sales during weekdays.

Challenge

To determine individuals of legal drinking age on the university campus.

Solution

We used Device ID to draw a polygon around the university campus, and then used the provided Audience Insight Report to identify individuals aged 21+. These users were then targeted with an ad with creative messages around student happy hour deals during weekdays.

Results

Although the campaign only ran for one month, we were able to identify close to 400 unique visitors through the Point of Interest (POI) Attribution Report! The campaign was also able to deliver 74 site visits with a click-through rate (CTR) of 0.134%, as well as 61 on-site conversions.

Key Findings

Not only can Device ID build brand recognition and awareness by driving users to a client's site, but it can also increase foot traffic to physical brick and mortar locations!