



# Case Study – Quick Service Restaurants

## VENUE REPLAY



### THE BACKGROUND

In 2021, the Great Resignation hit the United States. It was around this time that a local franchisee owner of several area quick service restaurants (QSRs) reached out about using our patented Venue Replay technology to identify, reach, and recruit employees at several of their restaurants.

### THE CHALLENGE

To successfully recruit QSR employees, we needed to identify the right audience to avoid waste and most effectively use the available ad budget.

### THE EL TORO SOLUTION

Using our GeoFraming™ technology, El Toro identified the mobile advertising device IDs (MAIDs) seen at competitor QSR restaurants and mapped them back to physical home addresses through corresponding IP addresses. Taking this strategy beyond our normal Venue Replay, we then applied a custom time seen logic to the audience, filtering out customers so we could focus our client's ad budget on industry employees.

## Learnings & Results

### LEARNINGS

- 70% of engagement occurred on mobile devices.
- As a result, after the first three weeks the client changed the recruiting landing page to reduce the required fields for the online application, making it easier to complete on mobile devices.
- The most effective ads served were those sized for mobile devices.

### RESULTS

- The client considered the campaign a success and is continuing to run new campaigns with El Toro and has shared results with other franchisees.
- Triple the industry click-through-rate at 1.8%.
- While the actual dollar amount was not disclosed to El Toro, the cost per acquisition was considered “great” by the client along with the number of applicants hired.

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