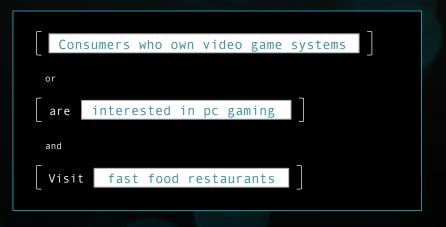# AdTheorent Predictive Audiences Drive a 23% Behavioral Lift Among Gaming Enthusiasts for a Quick-Service Restaurant

Campaign Objective:

A national quick-service restaurant aimed to drive in-store visits and orders among gaming enthusiasts

AdTheorent's Solution:

AdTheorent leveraged campaign-specific data attributes to build custom predictive audiences tailored to gamers. Mobile display banners reached consumers on the go and maximized campaign impact.

[Consumers who own video game systems]

or

[are   interested in pc gaming]

and

[Visit   fast food restaurants]

Results

Throughout the campaign, AdTheorent Predictive Audiences optimized to drive incremental visits resulting in:

23%
behavioral lift

$1.11
cost per behavioral lift store visits

50%
more efficient cost per behavioral lift store visits than the client benchmark

CERTIFIED BY
Neutronian