



Cadreon Closes the Loop on Digital Ad Spend with Visa Ad Measurement

Opportunity

A large nationwide family dining chain launched a two-month holiday campaign to drive sales, working with Cadreon, their programmatic agency, to execute against their strategy.

The family dining advertiser wanted to better understand the impact of this major campaign against their objectives by measuring sales.



Powering people-based marketing by connecting, people, data and devices.

LiveRamp resolves exposure logs and online IDs, which are then distributed anonymously to Visa



Visa analyzes performance, based on transaction data and segment information



Visa delivers report on aggregated campaign effectiveness

Quick service restaurant ties digital campaign to purchase behavior

"We hadn't previously been able to tie the digital exposures to sales numbers for carry-out and dine-in. This new view has validated the media investment and made it clear that these ads are effective in driving sales."

- Drew Sayer, VP Programmatic Strategy, Cadreon

7:1
ROAS¹

0.71%
Acquisition Rate²

1.81%
Buy-Through Rate³

40%
Of Purchasers
Were Net New

Source: Cadreon, November – December 2018 campaign

Solution

Cadreon evaluated a variety of solutions, ultimately selecting Visa Ad Measurement due to advantages in scale, simplicity, speed and value.

Visa Ad Measurement uses LiveRamp's IdentityLink to tie ad exposures to sales, enabling advertisers to measure ad performance based on meaningful sales-based KPIs, such as ROAS, acquisition rate, net new purchasers and buy-through rate. These metrics are then broken out by key tactics and dimensions, including: day-part, purchase channel, creative and audience, helping advertisers determine the most effective variables in driving sales. Visa can access sales data as soon as a transaction has settled — allowing clients to optimize a campaign while it's still in flight.

Results

Visa Ad Measurement provided a holistic view of campaign performance, identifying impactful insights such as:

Net New Customers

For every dollar spent on advertising, the family restaurant brought in \$7 of revenue,⁴ and of the customers that made a purchase after seeing the ad, 40% were net new customers.

Increased Foot Traffic

Ticket size varied very little between breakfast, lunch and dinner, suggesting incremental sales may come from increasing foot traffic rather than increasing ticket size.

Target Reach

The mobile channel outperformed⁵ tablet and desktop by 1.7x, and video ads outperformed⁵ display by almost 3.3x — indicating that these more expensive ad tactics are worth the investment.



“Visa Ad Measurement is an innovative, leading solution that helped us prove the effectiveness of our programmatic strategy. Visa’s team helped steward the integrations necessary to make it all happen. That service, along with the metrics and insights we received, were an incredible value for the cost. ”

- Drew Sayer, VP Programmatic Strategy, Cadreon

Source: Cadreon, November – December 2018 campaign

- 1 For every dollar spent on advertising within the measurable population, \$7 of revenue was brought in
- 2 The % of individuals who were exposed to the ad that made a transaction during the attribution window, that had not made a purchase in the last 12 months
- 3 The % of individuals who were exposed to the ad that made a transaction during the attribution window
- 4 Limited to measurable impressions, cost of campaign inputted by Cadreon
- 5 Outperformed by the amount of sales per ad exposure

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