

Display Advertising

GROTTO PIZZA

Audience Targeting is a cost-effective and efficient way to pinpoint your ideal audience based on geography, demographics, interest, and behavior whenever they may be on the internet.

OBJECTIVE

Promote off-season specials for delivery and take-out orders at several Grotto Pizza locations.

SOLUTION

A 3-month display advertising campaign to target families who are likely to dine-out or order take-out from a local restaurant.

RESULTS

Impressions..... 1,116,925
Ad Engagements 31,922
Total Site Visits..... 4,294
Clicks 1,115
View Throughs 3,179



320x50 px banner ad

320x250 px banner ad

Digital Lift
5.2x

People who saw Grotto Pizza's digital ad were 5.2 times more likely to visit their website than the unexposed audience.