Case Study: Fast Food Restaurant

Conversation research for audience targeting

Problem

A fast food restaurant wished to launch its new ordering app but to more than just its social media followers. Using conversation research, the company searched for an audience segment beyond its own followers to target with online media and social advertising to help launch the app.

Solution

After identifying an audience segment of people who had mentioned the brand positively over a three-year period, the restaurant grouped sub-segments by the types of emotions and adjectives used to describe the food and the restaurant. Media was created mirroring the emotional and descriptive triggers and targeted at each sub-segment.

Results

The advanced targeting techniques used through conversation research helped the fast food brand reach an audience four times that of is social media following for the app's launch. The smart use of sub-segments and emotional triggers also helped drive higher than normal conversion rates for new app downloads which led to more customers purchasing via the app.

Conversation Research Institute