



TAPTAP helps Burger King deliver the Big King XXL burger.

CHALLENGE

We were tasked with putting together a strategy to help deliver the Big King XXL burger across the retail store footprint (66 stores) as well as for home delivery. TAPTAP built rich media creative options for two call to actions - order online via their two online partners, Uber Eats and MR D, or head to your closest branch to order the meal. This was a head-to-head performance campaign of TAPTAP vs another local platform - same budget, same audience and same locations mapped.

KPI: INSTORE FOOTFALL TO THE BRANCHES AND CLICKS TO THE APPS TO ORDER

PROFILING

Audience profiling included reaching previous in-store customers, within the last 30 days, and custom audience segments with interests in food, fast food, restaurants, specific shopping malls, for users 18+ and across both genders. Relevant messaging at the right time, place and context were used to drive them into store or order via the two delivery partners. First party data aggregation and our broad inventory across the digital ecosystem was key to this campaign. The custom audience building was key to performance - using real time location, historical navigation, affinity, intent and a full array of allowed us to reach the right customers for Burger King.

ACTIVATION

Our point of interest mapping ensured that we delivered media into relevant, contextual environments via mobile devices. The specific call to actions on the creative with three creatives via our TAP2Map and TAP2Web ad units - "order now with Uber Eats," "order now with MR D for the delivery partners and a "find your nearest store" for physical footfall.

ACCURATE LOCATION
 AUDIENCE & AFFINITY DMP DATA
 CONTEXTUAL SIGNALS
 DYNAMIC CREATIVE
 FIRST PARTY DATA



MEASUREMENT | RESULTS

TAPTAP reached **127,784** unique users. Reporting from the clients CRM and sales systems showed that out of the top 10 stores, analyzing both **footfall and meal sales**, TAPTAP delivered reach into **6 of those locations**. TAPTAP's broad inventory options across both local and international publisher brands, overlaid with custom audiences and specific location mapping also delivered a **CTR of 1,04%** almost **7 times higher than the competition**.

