

CASE STUDY

# CUSTOM NON-NETWORK

## Restaurant group boosts reservations

### CHALLENGE

An award-winning restaurant group that serves as a destination for locals and tourists was looking to increase their reservation bookings without sacrificing the quality of their online experience. They wanted a solution to better identify and target engaged people vs. traditional methods of building lookalike audiences or leveraging key-word searches that were costly with minimal return on investment.

### REFINITON SOLUTION

Refiniton began with professional consulting services to build a strategy of identifying, in collaboration with the group, a curated custom audience of locations inclusive of other local restaurants, local hotspots and hotels in the area frequented by those that visit often. We built an audience by identifying an audience of real people that would generate the key factors including; income, geography, visitor frequency for locals and those that are in the area often, household income and age.

Refiniton tapped into these locations to observe, curate and segment the audience of real people that aligned most and then pivoted to a digital campaign to serve ads to that custom audience.

### CAMPAIGN STRATEGY

Custom creative for display and re-marketing provided by the client was used for the campaign to be leveraged for campaign.

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### THE RESULTS

After implementing our leads, the restaurant group boosted performance exponentially across the board.



Lifetime campaign average CTR = 0.50%



Unique deviceID audience CTR = 18.90%



78% conversion to bookings