

Online Conversions, Walk-In Conversions, Brand Awareness

CHALLENGE

The Port of Subs location in Bend needed to maintain brand awareness while generating online orders and walk-in conversions.

SOLUTION

For radio we ran a daily giveaway on our Classic Rock station “The Twins” and utilized our DJ as an influencer to promote Port of Subs for lunch on social media every Monday. Our digital efforts focused on serving monthly banner ads promoting a variety of online and in-store seasonal specials. Conversions were tracked by placing a tracking pixel on the website for online orders, as well as geo-fencing the physical Port of Subs location to track eat-in customers.

From November – December 2019, we served 45,000 digital ad impressions to the City of Bend, resulting in a 0.102% click through rate, 46 clicks and 59 walk-in conversions.

RESULTS

Due to the success of the first radio and digital campaigns, Port of Subs renewed their contract with us and increased budgets through Q1 2020.

