



TAPTAP outperforms both competition and benchmarks to help Burger King deliver the **Big King XXL burger**



1.04%
TAPTAP

0.14%
PARTNER B

2,438
TAPTAP

406
PARTNER B

CLICK THROUGH RATE
Clicks to delivery apps

STORE VISITS
Foot traffic to Burger King stores

PROFILING

Burger King needed to reach audiences with high potential to either visit a store or engage with delivery apps - **Uber Eats** and **MR D Food**. TAPTAP through its Sonata Platform and the Agency worked together to build custom audiences heavily based on geo profiles and users with brand affinity for Burger King:

- Quick service restaurant and other point of interest visitors within the last 30 days
- Lifestyle and interests aligned with the Burger King consumer
- Brand enthusiasts with previous Burger King interaction online or offline

ACTIVATION

For foot traffic KPIs, our point of interest mapping ensured that we delivered media to users in proximity to the 66 store locations with Tap2Map units showing their nearest Burger King. For the app delivery objectives, the creative showed call to actions, *Order now on Uber Eats* or *Order now on MR D Food*. Creative was dynamically served depending on the location and context for the most relevant message at the right time and place across broad inventory throughout the digital ecosystem.

DYNAMIC CREATIVE

CONTEXTUAL SIGNALS

POI MAPPING

TAP2 UNITS

MEASUREMENT & RESULTS

Reporting from the Burger King CRM and sales systems showed that out of the top 10 stores, analyzing both footfall and meal sales, TAPTAP delivered the most impressions to 6 out of the 10 whereas Partner B delivered to only 2 of the 10. We also delivered a CTR almost 7 times higher than the head to head competition.