

WE SAW A 149% LIFT ABOVE THE MOBILE ALONE SAR BENCHMARK FOR EMERIL'S

Emeril's Homebase is a staple in New Orleans food culture. Located in the heart of the warehouse district, Emeril's New Orleans is Chef Emeril Lagasse's flagship restaurant. Emeril's turned to OUTFRONT's mobile network to raise awareness for online reservations, going as far as to include Store Visitation to track foot traffic within their location.

STRATEGY & TACTICS

- **Proximity Targeting:** We geofenced specific locations and zip codes in the New Orleans area to potential patrons of Emeril's New Orleans. Store visitations correspond to an increase in reservations via OpenTable, where we tracked 201 visits to their location.
- **Dynamic Landing Page:** Optimized for SAR, the landing page included access to the menu, a call to action to make a reservation on their OpenTable page, and the ability to call for a reservation.
- **Flight Dates:** 1/10/19 - 6/25/19



DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.

OUTFRONT

RESULTS

149%

LIFT IN SAR

1,113,912

IMPRESSIONS

201

STORE VISITS

