



**ALETHEIA**  
MARKETING & MEDIA

# CASE STUDY

## PERFORMANCE MAX BOOSTS SEARCH FOR QSR

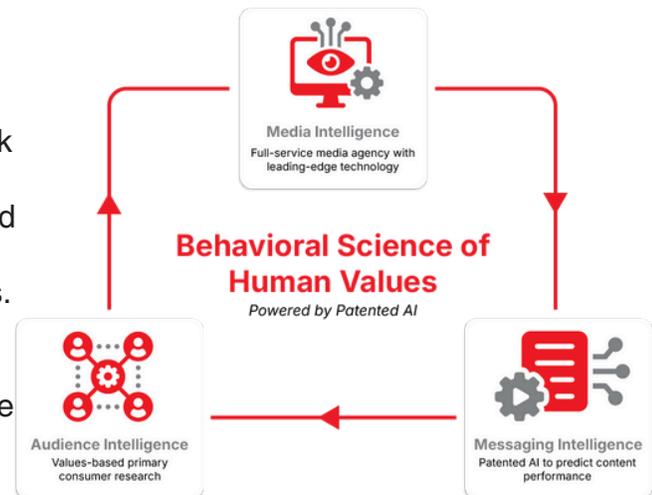
### CHALLENGE

INCREASING VISIBILITY AND CONVERSIONS THROUGH EXISTING GOOGLE SEARCH CAMPAIGNS

Our **Audience Intelligence** research has shown that 60% of consumers choose a restaurant from online search and by reading reviews. A national QSR chain was seeking an enhanced strategy for existing digital campaigns that had fallen flat.

With a modest 7% increase in ad spend, our **Media Intelligence** team achieved remarkable outcomes using Google's Performance Max campaigns. We observed an 84% increase in click-through rate (CTR) across all search campaigns, leading to a 78% surge in online orders. This uptick translated into a 74% rise in revenue and a 72% improvement in return on ad spend (ROAS). These results not only exceeded our expectations but also demonstrated the effectiveness of Performance Max in driving both online engagement and sales.

Compared to their non-branded campaigns, Performance Max delivered a 26% higher ROAS and 124% higher revenue. While search marketing is typically an inbound form of advertising, Performance Max allowed them to reach an outbound audience, resulting in success within just two weeks of launching the campaign.



### RESULTS

**74%**

HIGHER  
REVENUE

**72%**

HIGHER  
ROAS

**84%**

HIGHER CTR  
FROM SEARCH