

Case Study | Buffalo Wild Wings

This campaign used Bird Dog's SNipER. SNipER takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.

Background

When a new restaurant opens, getting the word out is important. That's why when a Buffalo Wild Wings opened in the southeast region of the United States, they paired Bird Dog with Direct Mail. BWW opted to send 20,000 direct mail offers to homes in the nearest six zip codes to the restaurant. The franchise then chose to add value to their direct mail campaign by layering Bird Dog's technology on top. Nearly 8,000 homes from the same direct mail list received SNipER. The creative said, "A new Buffalo Wild Wings is opening near you! Look for your special offer in the mail!"



Campaign Results

The novelty of the Buffalo Wild Wings strategy was evident. Within the first two days of the campaign, the Click Through Rate soared to a .21% before settling to an industry-beating .1%. What's more important, though, is that those who received IP-targeted ads resulted 35% more likely to enter the restaurant and take advantage of the offer. See the Proof of Performance (POP) Report for yourself:

| | Append | Percent | Conversions | Percent | Conversion Rate | Improvement |
|-------------|--------|---------|-------------|---------|-----------------|-------------|
| Target 't' | 7,765 | 38.78% | 126 | 46.15% | 1.62% | 35.31% |
| Control 'f' | 12,244 | 61.22% | 147 | 53.85% | 1.20% | |

Bird Dog can be every marketer's secret weapon. Generate more traffic, conversions, and sales dollars with Bird Dog's SNipER.

About Bird Dog Digital Marketing

Bird Dog is revolutionizing programmatic media through its patented approach of matching physical addresses to IP addresses, allowing clients to effectively target consumers. The Bird Dog system is 100% cookie-free and its proprietary approach connects with real people at an unparalleled accuracy, largely eliminating ad fraud. With a 95% or greater confidence level, Bird Dog is the premier choice for digital advertising. For more information, visit BirdDogDigitalMarketing.com.