

## Case Study

Native assets, alongside display banner assets, helped a national quick-service restaurant (QSR) chain further reduce cost-per-acquisition (CPA) while boosting total online sales.

### The Objective

- Leverage native advertising to drive conversions
- Reduce CPA to below \$6.12
- Increase the amount of total online sales

### The Solution

Despite running an already successful digital advertising campaign, a national quick-service restaurant (QSR) chain wanted to push performance even further by testing other creative types. The restaurant was aiming to reduce its CPA for online sales to below \$6.12 while boosting total online sales. The goal was to determine if native ad formats could be used for conversion-based purposes and improve overall performance.

The restaurant leveraged Choozle to replicate its existing campaign approach, which ran alongside a nearly identical, six-week campaign—the only difference being that one was carried out using display banner assets, and the other native assets. This side-by-side test offered extremely valuable insights into this previously untapped inventory while exceeding goals and expectations.

Running native assets alongside display banner assets resulted in doubling online sales and achieving a 63 percent improvement in CPA. More importantly, the addition of native assets allowed the restaurant to exceed its original CPA goal by 94 percent.

### Key Results

**2x**  
increase  
online sales as  
compared to only  
using display

**63%**  
improvement  
in CPA

Exceeded  
their CPA  
goals by  
**95%**