

QSR CTV STRATEGY

DATA DRIVEN TARGETING:

Utilizing app & location data from over 300MM mobile devices, Sabio creates custom segments that can be implemented across CTV campaigns.

UNIQUE METHODOLOGY:

Sabio applies individualized behavioral data from mobile devices to CTV households, and in the process has created a more accurate Household Graph.

SUPERIOR RESULTS:

Fresher, more relevant data leads to increased targeting efficiency. Sabio's custom segments, combined with customized creative delivered across vetted inventory sources, drives a greater ROI for CTV.

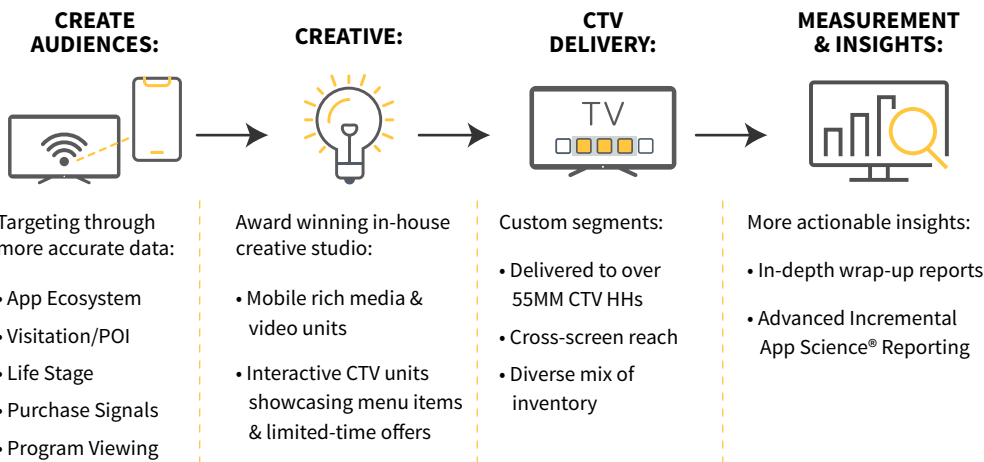
- APP ECOSYSTEMS:**
- Identifying true QSR loyalists through app usage behavior

- LOCATIONS:**
- Recent visitors of restaurant and drive-thru locations

- DEMOGRAPHIC DATA:**
- Head of household, HH size, Life stages - Millennials, College Students, Parents

- SHOPPER DATA:**
- Purchase data, CRM data

HOW IT WORKS



Personalize creative based on location, behavior, and interests for a more relevant & powerful video spot.

Use QR codes to create transactional CTV advertising that enables brands to make their ads shoppable from home.

ABOUT US

At Sabio, we use our proprietary technology to analyze mobile app data from over 300MM devices. This data provides insights into interests and affinities at a device level, while maintaining privacy standards. We combine those insights with data, such as viewing and device info from 110MM CTV devices. All of this information is used to create truly unique audience segments that are made available across 55MM matched mobile and CTV HHs.

OFFLINE SALES



BRAND/SALES LIFT



FOOT TRAFFIC



DEMOGRAPHIC

DIGITAL AD RATINGS



To learn more, contact us at sales@sabio.inc