

# Quantcast Case Study

Quick Serve Restaurant  
AMER 2020



## Quantcast delivers more online pizza orders with unique audience insights



### Company Overview

Papa John's is an American pizza delivery restaurant franchise that prides itself on quality ingredients.

“Quantcast helped us in achieving our campaign goal of generating interest among movie goers and pizza lovers for our latest ‘Birds of Prey’ campaign. We would love to work with Quantcast again on our next campaign.”



**KANCHAN LAD**  
NATIONAL MARKETING MANAGER, PAPA JOHN'S

## CHALLENGE

Papa John's wanted to increase orders by promoting their movie partnership with 'Birds of Prey.' They hoped to reach a specific audience interested in superhero movies and pizza.

## SOLUTION

Quantcast's first-party data offered unique insights into the behaviors of the superhero fanbase who were relevant for this campaign. A custom audience model was built, using Quantcast's proprietary 'search powered audience' strategy to reach pizza lovers and superhero movie fans with video ads.

## RESULTS

Papa John's exceeded their campaign goals by 14% with a 77% viewability rate. Using unique insights from Quantcast, they drove more online pizza orders.

## HIGHLIGHTS



**+77%**

video viewability rate



**14%**

better viewability  
than goal