

Near Case Study

PHD » Pizza Hut INDONESIA



Pizza Hut delivery sees a sharp boost in sales by using Near's intelligent geo-targeted Mobile Ads

CHALLENGE:

Pizza Hut wanted to drive footfalls to various PHD outlets across Indonesia offering different promotions on all weekdays at 50%. This offer was valid for take aways only.

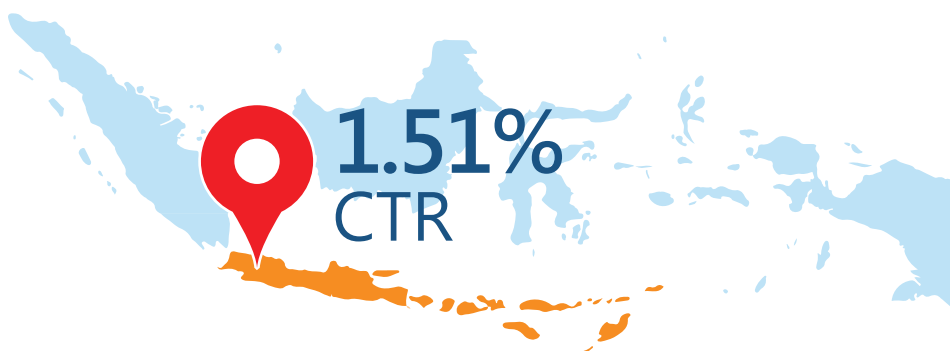
SOLUTION:

PHD ran a geo-targeted campaign using Near to reach out to consumers within 5km radius of around 85 PHD outlets.

The promotions were valid from Monday – Friday with a different offer each day. Mobile Ads were shown to audiences with dynamically updated location and time based deals. The nearest store name was displayed on the ads.

These geo-targeted ads helped increase traffic in the PHD outlets and hence boost sales during the weekdays.

RESULT:



CAMPAIGN SUMMARY

Location:

Jakarta Indonesia

Objectives:

Increase footfalls to PHD outlets and promote daily offers

Solution:

Geo targeted mobile ads shown to designated outlets to avail daily promotional offers.



Ad Format:

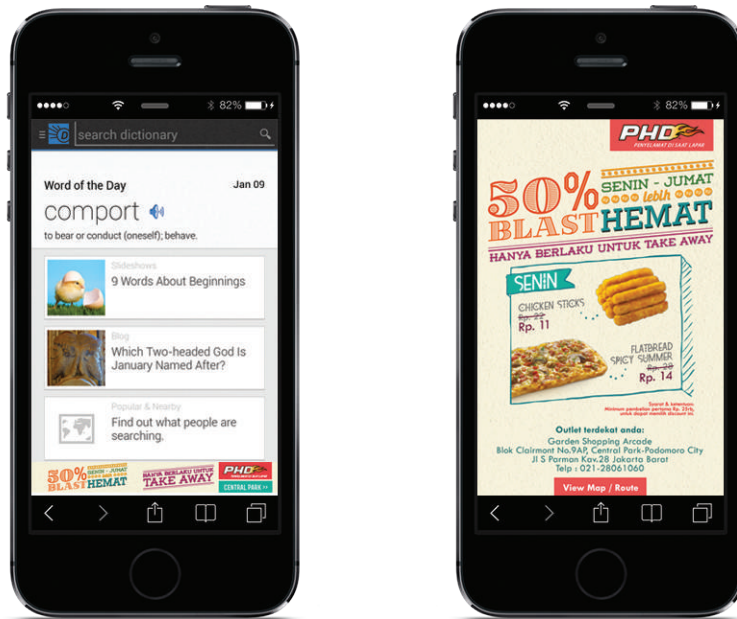
Rich Media In-App banner



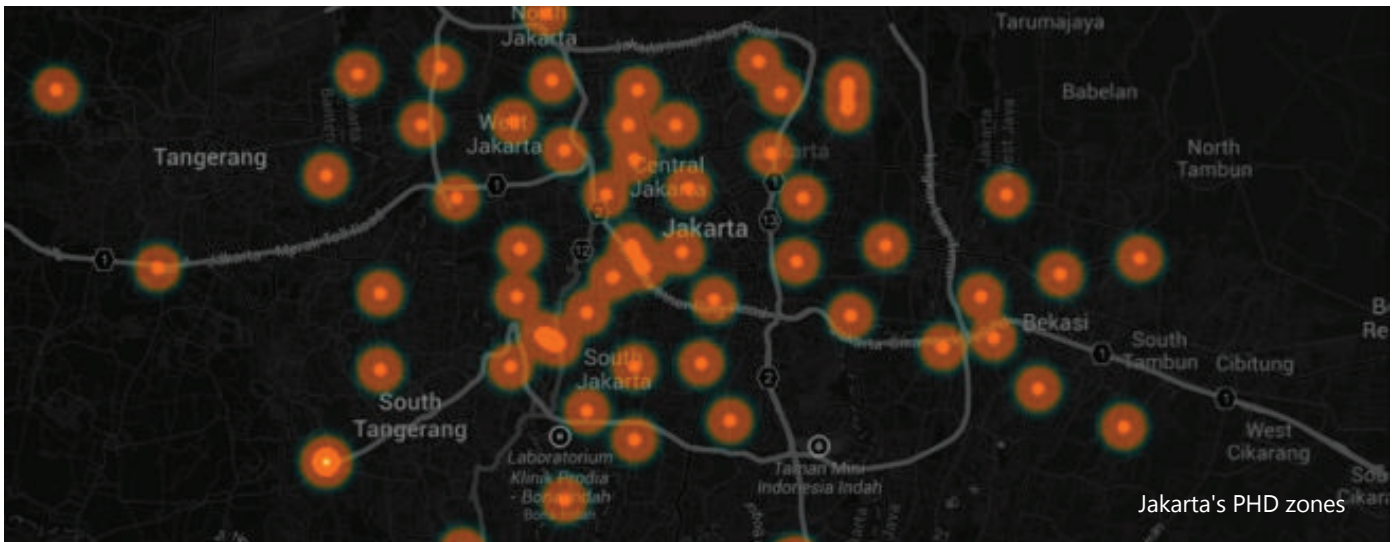
Platforms:

Smartphones, Androids & Tablets

AD CREATIVES >>



HEAT MAP >>



About Near

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers its flagship product to leverage historical location and context for data driven marketing.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan, India and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands such as P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JPM Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit www.near.co to find out more.