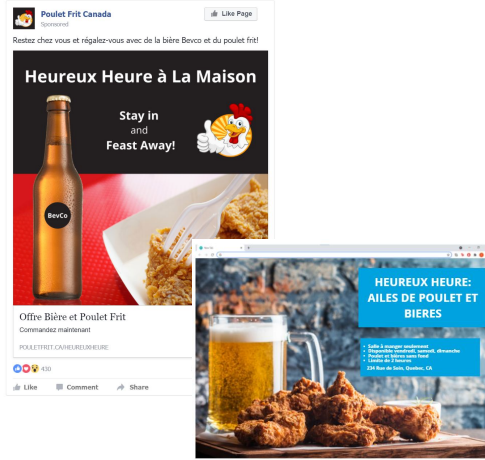
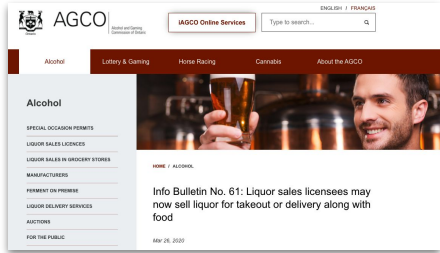




INSTANT ON - Short Flight, High Impact Campaigns

Global Fortune 500 Beverage Company CANADA

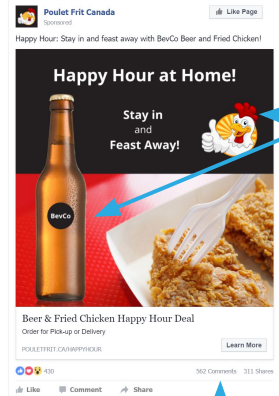
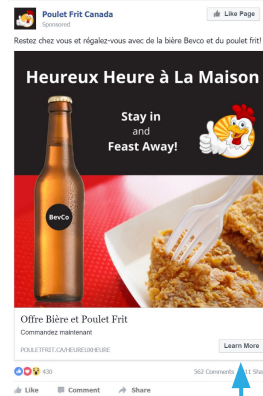


CAMPAIGN GOAL

To capitalize on the opportunity during COVID where restaurants were permitted to sell certain types of alcohol with carry out orders. To prove positive ROAS for campaigns with short campaign durations.

STRATEGY

Social advertising campaigns would pair the beer brand with a chicken chain's happy hour food. Tiger Pistol optimized campaigns for landing page view to speed up the learning phase to drive faster ROAS.



CO-BRANDED

DYNAMICALLY LOCALIZED CONVERSION PATH

RESULTS

4.84%

ROAs in 4 days

\$7.61

Cost per purchase

\$36.83

Average purchase value