



## Data designed to connect audiences to the strategies that deliver the highest ROI

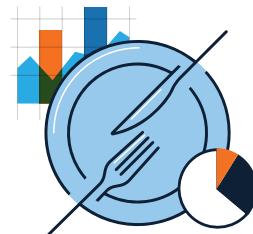
Affinity OnTrack combines social and location data to tell you "Who is my customer?", "Where are they going?", and "What is their impact on my business?" Analyze your customer base and identify your highest opportunities for penetration, conquering, and loyalty to execute with confidence and efficiency to drive repeatable higher ROAS.



**Universal Audiences**  
activate across any platform



**230mm MAIDs**  
available for activation



**Data covering every**  
US restaurant chain

**Highest marketing ROI is coming from location based data**

**200%+**

increase in ROI from  
marketers using location  
based data across  
industries.

Forrester



**97%**

of all QSR marketers plan  
on increasing usage of  
location based data for  
targeting and customer  
understanding.

451 Research



Any online platform gives you the ability to target specific or broad audiences (Facebook, Google, etc.). But every platform is built differently. They use different categories, keywords, and audience definitions. So you can't be sure of frequency or reach with current or potential customers.

Affinity OnTrack delivers Universal Audiences backed by best-in-class location data so you know you are targeting the right audience, with the right strategy, regardless of platform - efficiently and effectively.



## Different Strategies Need Different Audiences

**Penetration** - Identify category customers outside of your competitive set and give them a reason to try

**Conquest** - Identify competitive audiences and woo them over

**Loyalty** - Identify current medium and heavy customers to drive additional occasions

## The OnTrack Process



**Define your customer**



**Define your competitive customer**



**Identify where they are going**



**Target with Universal Audiences based on strategy**

Proprietary 5 step process ensures higher ROI and repeatability - without wasted time or duplication - while providing insights to power ad creation thru optimization.



**Optimize**

## Finally you'll have the right tools to compete with any size competitor



### Define your customer and your competitor

Customers don't define themselves by what they last ate or how many times they visited a restaurant in the last month. Why would you? Only OnTrack combines location data with the largest continuous study of people's social engagements across Facebook, Instagram, Twitter, Reddit, and TikTok to create a powerful look inside the shopping behaviors, habits, lifestyles, and interests of your current and competitor's customers. If you don't know who your customers are, how are you going to find more of them?



### Identify where your customers are going

The restaurant industry has A LOT of players. Identifying your true competitive set is key to unlocking higher ROAS. There are many ways marketers can establish their competitive set, but only through understanding where your customers are going and which customers aren't coming to you, can you set multiple strategies to win more new customers and more eating occasions.



### Target with Universal Audiences based on strategy

Any platform can create an audience. To achieve higher efficiency and accuracy across platforms requires a Universal Audience. Affinity OnTrack delivers Universal Audiences backed by best-in-class location data so you know you are targeting the right audience, with the right strategy, regardless of platform - efficiently and effectively.



### Optimize with confidence

Somewhere between clicks and sales the real story lies. We help you see the incremental sales impact at an audience level. Campaign reporting shows incremental impact to your restaurant and away from your competitors. See how you retain, lose, and steal customers from across your true competitive set.