



affinity
OnTrack

affinity
answers

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

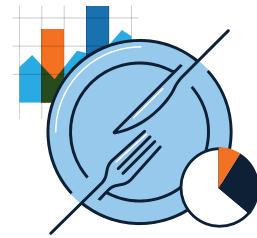
Affinity OnTrack combines social and location data to tell you "Who is my customer?", "Where are they going?", and "What is their impact on my business?" Analyze your customer base and identify your highest opportunities for penetration, conquering, and loyalty to execute with confidence and efficiency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

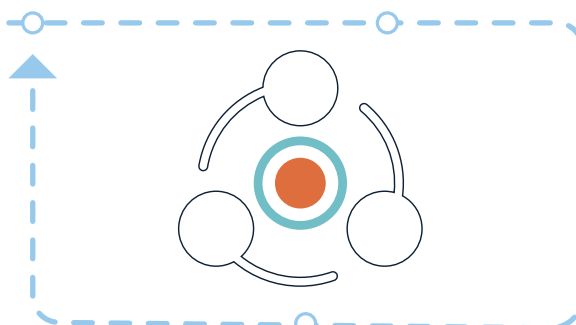


Identify where they are going



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.