



CASE STUDY



**Google Display Network Campaigns
helped Burger King increase their Click
Through Rate (CTR) by 50%**





THE CLIENT

Founded in 1954, BURGER KING® is the second largest fast food hamburger chain in the world. It has several branches in Kuwait and is very known for its quality standard.





THE CHALLENGE

- Building brand awareness across Kuwait
- Generating online sales, collecting leads
- Measure display's effect on brand awareness
- Promoting offers available





THE SOLUTION

Generating brand awareness is tough, particularly when you are trying to reach a target audience. Work started in Oct 2017. We installed conversion tracking. The account was tracked using combination of web site analytics and AdWords reports, while research was performed on the competitors and the market in readiness for the next step. We adjusted campaigns by working hours, limited to Kuwait (Geo Targeting, Day Parting)

Our Google Adwords Campaign enabled them to generate instant online business and gather the valuable data of customer behavior.

We advertised products across a variety of sites around the internet, as a banner ad. We set up an ad version for every performing ad size and format.





To reach the right audience we picked the placement targeting method by selecting specific website URL's including food related sites and the most popular informative sites. Using the Google Display Network, Burger King ran multiple campaigns, with specific messages and offers for each region.



California
KING DEALS

2 FOR
4 K.D

Order Now!

STARTING FROM
1.950
K.D

NEW
HABANERO

The one and only

HABANERO CHICKEN FILLET HABANERO BEEF

Order Now!

2 FOR
4 K.D
California
KING DEALS

2 مقابل
4 د.ك
كاليفورنيا
عرض الكنج



2 FOR 4 K.D

BURGER KING

2 مقابل 4 د.ك
كاليفورنيا
عرض الكنج

2 FOR 4 K.D
California
KING DEALS

Order Now!

BURGER KING





THE RESULTS

The ads drove traffic to the website, and consumers were then tracked using remarketing tactics.

And the results speak for themselves: By showing ads to users once they had left Burger Kings web page, increased their Google AdWords revenue by 30%.

We balanced the number of times banners are shown to users which allowed us to attract new visits to the site as well as reengage with those who have already visited it.





Google Display Network

Clicks - 13,530

Impression - 3,039,776

CTR - 0.50%

Cost Spend - \$4,752.03





Google Search

Clicks - 5,402

Impression - 69,435

CTR - 7.78%

Cost Spend - \$3,561.61





Video Campaign

Views - 323,852

Impression - 1,243,970

Conversion rate - 131 %

Cost - \$4,834.19





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