

# Serving Up a Programmatic Strategy for Awareness and Conversion



Popeyes, a global quick-service restaurant chain, was hungry to boost awareness of its UK stores and drive in-store traffic and sales. While the Popeyes team had the right creative assets in the bag, they needed a programmatic partner to serve those ads to the right customers, and ensure conversions.

Collaborating directly with StackAdapt, they cooked up a strategy that increased reach, targeted the ideal audience, and reduced media spend waste. **The result? A hearty 45K conversions and 678% return on advertising spend (ROAS).**

## Solutions Used



3rd-Party Audiences



Bid Optimizations



Browsing Audiences

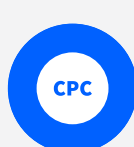


Page Context AI



Pixel Tracking

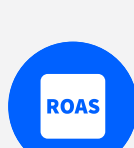
## Results



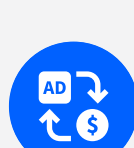
**CPC**  
Achieved a CPC significantly below the goal, at **£0.91**.



**Impressions**  
Generated **22M** impressions.



**Return on Ad Spend**  
Achieved a **680%** increase in ROAS.



**Conversions**  
Generated **45K** in conversions.



**Popeyes** is a global quick-service restaurant chain that originated in the US. It is renowned for its bold Louisiana-style fried chicken and distinct Southern flavors. The brand opened its first store in the UK in November 2021 and has since expanded rapidly, reaching over 50 locations across the region.



Partnering with StackAdapt transformed how we reach and engage our UK audience. Their programmatic expertise allowed us to deliver ads to the right customers at the right time, exceeding our goals for impressions and conversions—all while staying within budget.

—David Carey, Chief Technology Officer

## Challenge

Since entering the UK market in 2021, Popeyes has faced intense competition in the quick-service food industry. With many brands vying for consumer attention, the challenge was to effectively reach potential customers and ensure the company's ads were anything but stale.

## Strategy

To drive conversions, Popeyes leveraged StackAdapt's full menu of features, testing Custom Audiences and Page Context AI to enhance the brand's engagement with niche audiences.

They set strategic bid goals to ensure every pound was well spent, allowing them to target highly relevant audiences and tailor ad placements for maximum engagement. Finally, Popeyes used StackAdapt's pixel to track conversions, keeping a close eye on users who served up their orders on the Popeyes website.

## Execution

To reach the right audiences, Popeyes leveraged various StackAdapt features, including testing custom niche audiences, optimizing real-time adjustments, and tracking key attribution metrics.



### Custom Targeting

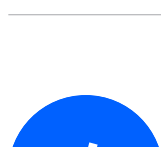
To get its ads in front of the right audiences, Popeyes leveraged various StackAdapt features, including testing custom niche audiences.

By utilizing StackAdapt's extensive library of 3rd-party and Browsing Audiences, Popeyes targeted users who had previously shown interest in specific topics, such as "fried chicken," through keyword utilisation. StackAdapt's proprietary feature, Page Context AI, enabled the Popeyes team to target users within the same contextual environment as the keywords, resulting in an impressive total of **22 million impressions**.



### Bid Goals

Popeyes implemented a CTR goal of 0.4% and aimed to maintain a CPC of £0.91. This strategy allowed them to bid on CPM for broader reach while efficiently focusing on real-time adjustments to optimization metrics, enhancing overall effectiveness.



### Pixel Tracking

By implementing the StackAdapt Pixel sitewide, Popeyes could track each online sale and value. With enhanced attribution capabilities, Popeyes could effectively assess its ad performance, which resulted in an impressive **680% increase in return on ad spend** and **45,000 conversions**.

## Outcomes

Through its partnership with StackAdapt, Popeyes cooked up a strategy to serve ads to the right audiences, increasing conversions, and building a recipe for a strong, ongoing relationship between the two companies.