

# McDonald's - Delivery Campaign

Food & Beverages | Partner | Austria | NOV-DEC 2018

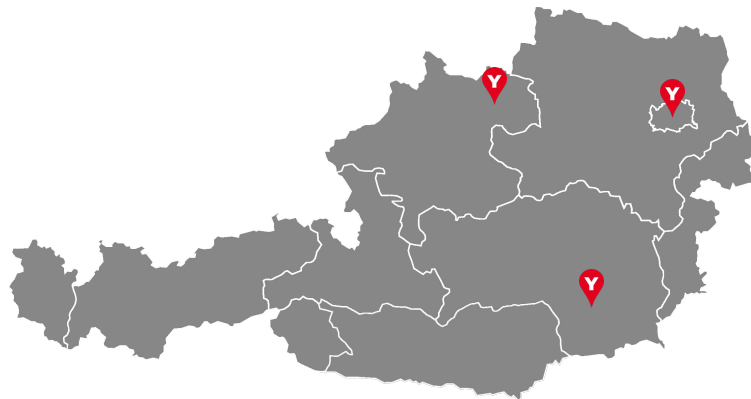


## CAMPAIGN OBJECTIVES

**McDonald's** Austria promoting home delivery services for 81 locations in prominent Austrian cities Vienna, Graz, Linz and Vienna Neustadt.

Creating awareness of 3rd party home delivery for McDonald's through **UBER EATS Austria** and **mjam.at**.

Track users for future retargeting campaigns.

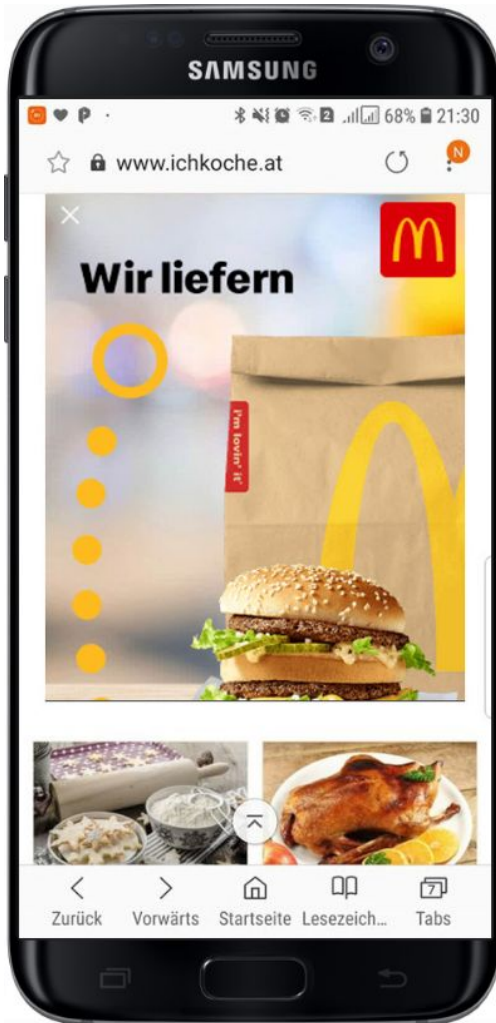


Beyond Location. Precise Audience

**YOOSE**

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## OUR SOLUTIONS

Highly sophisticated approach re. Banner design and usage of banners: Unique banners per city and per month with two different sizes (300x250) and (300x600 understitial). Furthermore, unique banner sets for UBER EATS and mjam.at. Highly **individualized**, high **attractiveness**, high **engagement**.

2 km radius around McDonald's outlets giving nearly a **full geographical coverage** for each city.

Apps and websites optimized for highest possible **reach** and **user tracking**.

Visit our full showcase at [demo.yoose.com](https://demo.yoose.com)

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## RESULTS

**338,000**

views

over

**150,000**

Unique Users  
tracked

Understital  
Average CTR%

**0.69%**

1.31% max  
in Vienna

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