

From Impressions to Impact: Driving Awareness and In-store Sales

“Everyone likes Piada, but no one thinks of it.”

After discovering through internal focus groups that brand awareness was low among target audiences, Piada Italian Street Food sought a paid media strategy to increase awareness and drive sales both online and in-store. Our approach leveraged market research, advanced targeting algorithms, and quality creative to reach the audience where they were – online, in a non-intrusive and visually pleasing way.

A multi-channel strategy

We developed a multi-channel strategy to reach users across different platforms and channels where they spend the most time. This always-on approach provides the brand a continuous presence online, strengthening the relationship with existing customers, engaging potential customers, and increasing overall brand awareness, recall, and loyalty.

- Cover the entire sales funnel through multiple points of contact.
- Create a cohesive brand image and build brand awareness.
- Retarget based on intent-based actions.

A targeted audience

To reach Piada’s target audience, we identified groups of people with specific interests, intents, and demographic information that match the brand’s customer profile and desired customer profile. We were also able to utilize Piada’s own database to further inform our audience development.

Measuring results

Almost immediately, we saw strong results. Impressions were up with a low CPM (Cost Per 1000 Impressions), the pixel tracking confirmed that the strategy was increasing online sales, online offers were being redeemed, and our footfall reports showed impression-based conversions with in-store visits.

In just one month, the general brand awareness campaign had over 2.08M impressions, 7.4K purchases, 19.7K order page visits, and over 320 tracked in-store visits.

CPA (Cost Per Acquisition, in this case, Cost Per Online Order) averaged \$0.91. Previous campaigns were >\$1.

Sentiment from customers and brand leadership was very positive as the brand effectively raised awareness and increased sales.

A collaborative effort

Working with the Piada brand team to develop campaign messaging and high-quality creative was key to the success of this campaign. The brand tends to be a little playful with copy and utilizes quality photography that highlights the ingredients and the variety of options.

We conducted A/B testing of unique visuals, headlines and calls to action. Based on the engagement metrics such as click-through-rates, conversions and user interactions, we were able to identify which versions resonated best with each audience segment. Using this data, we continuously adjusted bidding strategies and prioritized top-performing assets. This iterative approach allowed us to fine-tune in real-time, ensuring the most effective creative elements were deployed, maximizing engagement and ROI.