

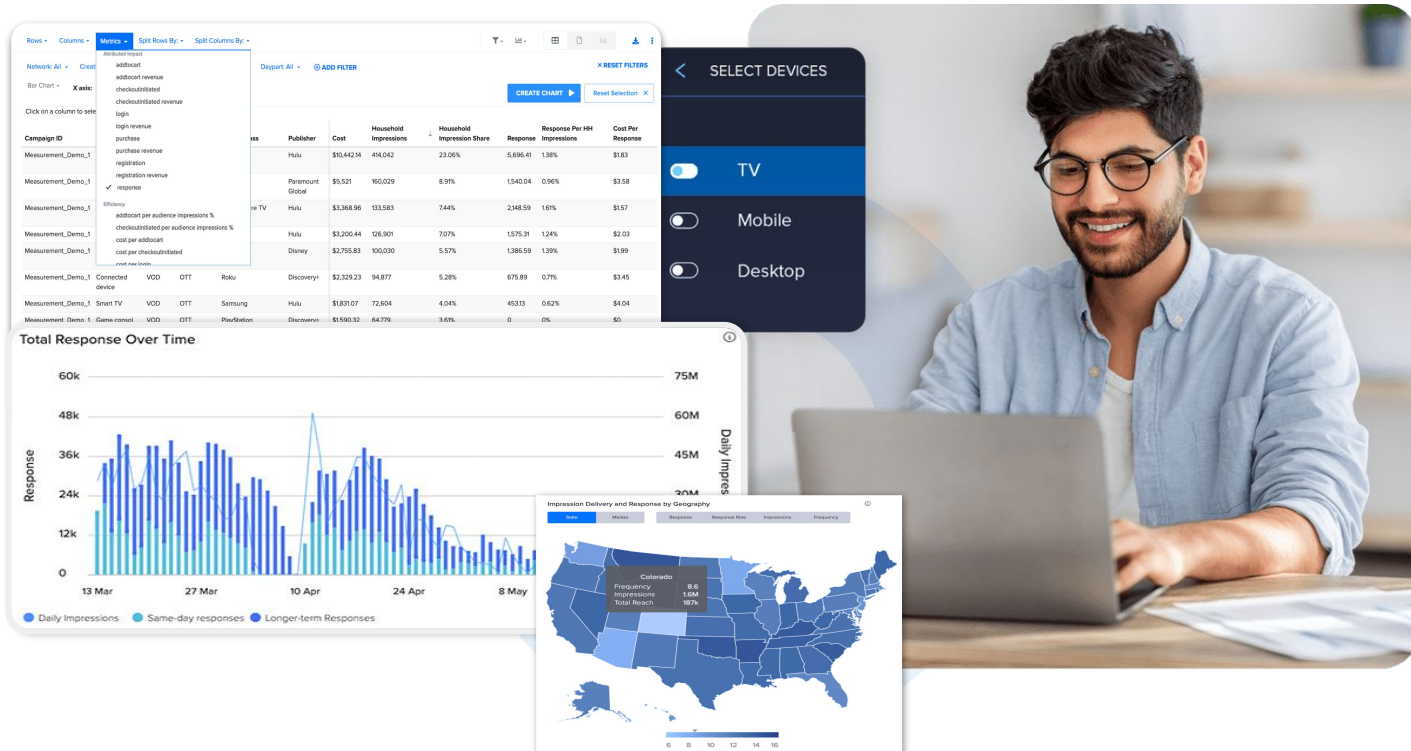


PMG Taps Innovid To Measure Consumer Transaction Outcomes, Proving ROAS for QSR

Goal

PMG advertising agency set out to provide a better view of campaign impact for their QSR clients by bridging the gap between a brand's ad campaigns and their in-store purchases.

PMG's objectives for their QSR brands: gaining full-funnel visibility from website visits and app downloads through to final sales and ensuring media dollars are targeted most effectively to drive more in-restaurant sales.



Strategy & Execution

PMG has long used Innovid to measure store lift for QSR brands, valuing customizable KPIs and insights from advanced visualization tools like heat maps, charts, and tables.

Building on this foundation, PMG adopted Innovid's consumer transaction outcomes product powered by Affinity Solutions to measure QSR ad-driven restaurant sales.

Results

These insights enabled PMG to measure ROAS, position CTV as a critical part of QSR brands' media strategies, and refine budget allocations for future campaigns.

Using Innovid's consumer transaction outcomes product powered by Affinity Solutions, PMG could measure **25x more in attributed revenue and 55x more attributed transactions**, which hadn't been captured before in online-only measurement approaches.

With this added view, Innovid measured that the overall campaign drove **4.3% incremental transactions in and out of store**, a sizeable uptick in retail performance.

Innovid's granular data enabled PMG to optimize performance mid-flight by breaking down metrics by creative, placement, publisher, and transaction type. These insights helped PMG **identify top media partners** and **improve supply path efficiency** for better online and in-store results.

25x

More revenue
attributed

55x

More transactions
attributed

4.3%

Incremental
campaign sales

Innovid's advanced measurement tools expanded our understanding of campaign performance, enhancing our ability to leverage signals aligning directly to business outcomes, at a programmatic level of detail. By tying ad exposures directly to in-store transactions and online sales, we uncovered a 55x increase in attributed transactions. Combined with granular reporting, we optimized strategy mid-flight, delivering incremental value and strengthening our QSR brand partnerships.

Mike Treon

Head of CTV & Strategy | PMG

Recommendations To Other Brands

Consolidate your tech stack by bundling measurement with Innovid's ad server, capturing unfiltered, supply-source data, and **optimizing campaigns with DCO and Harmony**.

Use Innovid's consumer transaction outcomes product powered by Affinity Solutions to **measure ROAS** and **refine budget allocations** for future campaigns.