Marketing Plan

Team 1: Keenan A. | Elizabeth J. | Yeun E. | Hai O.

The YUMMM Club

The Yummm Club is thoughtfully designed to **boost customer engagement** and deliver measurable results. With exclusive perks and rewards that keep guests coming back, it's a proven strategy to **increase average order value (AOV) and maximize return on ad spend (ROAS)**. Our approach will build on this foundation, enhancing the program to create even greater value for both the brand and its loyal fans.
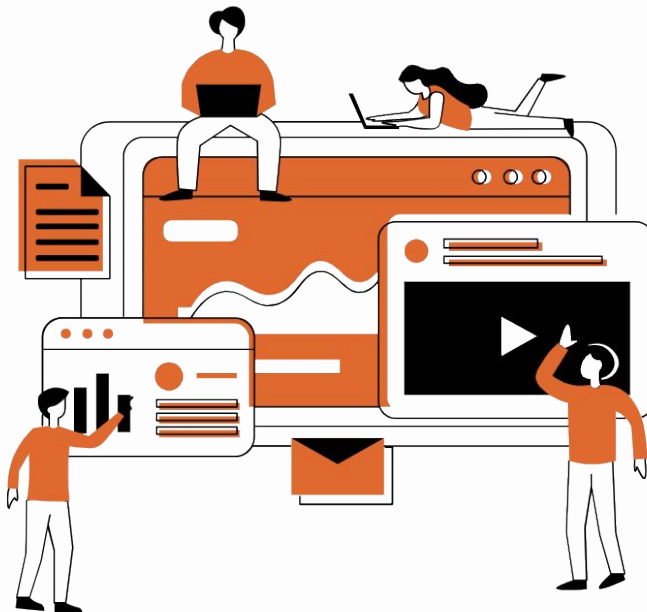
The Yummm Club Benefits

- Earn points for every dollar spent.

- Access exclusive perks like:
  - Secret Sauce Society.
  - Early access to new items.

- Start a streak for multiplier rewards.

- B.Y.O.B Mondays: Build-your-own burgers with premium toppings.

- Exclusive discounts.

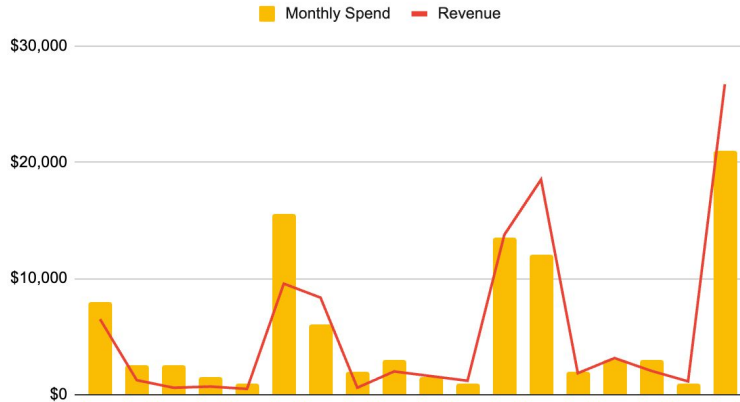# Loyalty Program - Objectives

The loyalty program focuses on:

- Incentivizing and retaining customer engagement.
- Increase **AOV** from $50 to $70 by promoting upsells through personalized rewards.
- Improve **ROAS** by optimizing ad targeting and retargeting strategies.

Data Visualization

Monthly Spend and Revenue

■ Monthly Spend — Revenue

Current AOV	
$50	

|	
Current ROAS	
0%	

- AOV is below the desired target, indicating untapped revenue potential.
- ROAS has stalled, reflecting the need for a more effective campaign strategy.

Data Plan and KPIs

Objectives	KPIs	Data Sources
Increase social media traffic by 10% through SEO by Q4	Cost per Conversion, Customer Acquisition Cost, Engagement rate	Social Media
Drive new users to the site and increase page views by Q4	Reviews, Average Customer Lifetime Value, ROAS	Google Analytics
Bring 1000 people to the physical location of the store	CVR, AOV, ROAS	Data Model extraction from social network service
Promote a 5% boost in campaign success by Q4	Ad Impression, Ad Frequency, Conversions Per Channel	Data Model extraction from social network service

Objectives - Funnel
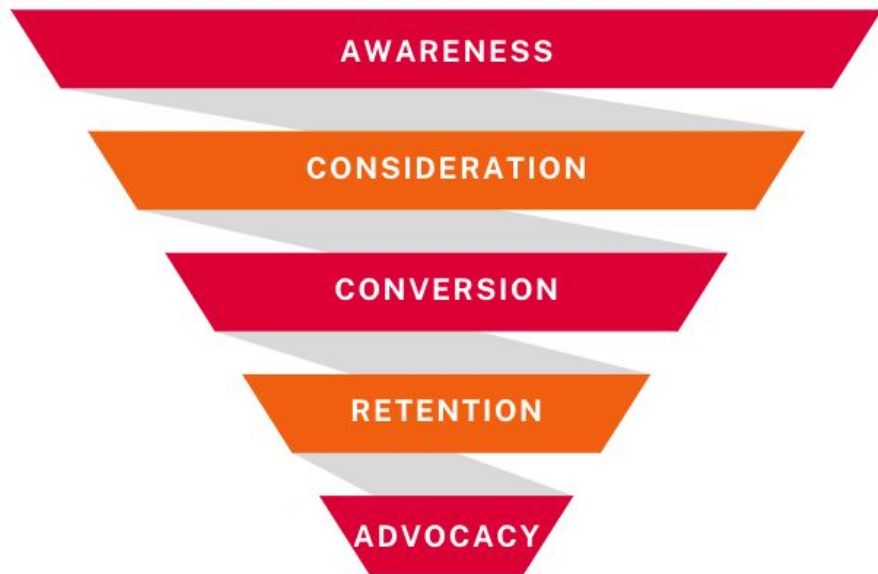
First Stages

Top of Funnel: **Build awareness** to increase CTR and ROAS by creating engaging content to attract new customers.

Mid-Way

Middle Funnel: **Retarget users**, emphasizing program benefits to drive conversions and sign-ups

Final Stages

Bottom Funnel: **Foster loyalty** by highlighting exclusive benefits and encouraging referrals.

Target Audience - Persona 1

Biography

Name: Jordan Parker
Age: 22
Gender: Male
Location: US - Urban
Income: 30K yearly
Education: College studying Business Administration

Life Circumstances

Occupation: Part-time retail employee and full-time student
Relationship: Single
Parental Status: no kids

Motivations

- Budget-conscious, enjoys affordable meals with friends
- Always on the lookout for great deals and promotions
- Passionate about sports, loves watching games at casual dining spots

Target Audience - Persona 2

Biography

Name: Carlos Mendoza
Age: 43 old
Gender: Male
Location: US - Suburbs
Income: 87K yearly
Education: Masters in Electrical Engineering

Life Circumstances

Occupation: Director of Operations
Relationship: Married
Parental Status: one eight year old, one 12 year old, and one 15 year old

Motivations

- Family friendly environments
- Vast food pallet
- Always looking for a good deal
- Budget friendly
- Atmosphere and experience

Marketing Strategy Ads

Paid Search:

- Use targeted callouts for the rewards program, appealing to those seeking affordable dining and fun.
- Goal: Increase CTR, conversion rates (CVR), and ROAS.

Display Ads:

- Highlight the points system with enticing discounts and offers.
- Target users in the awareness and consideration stages of the funnel.
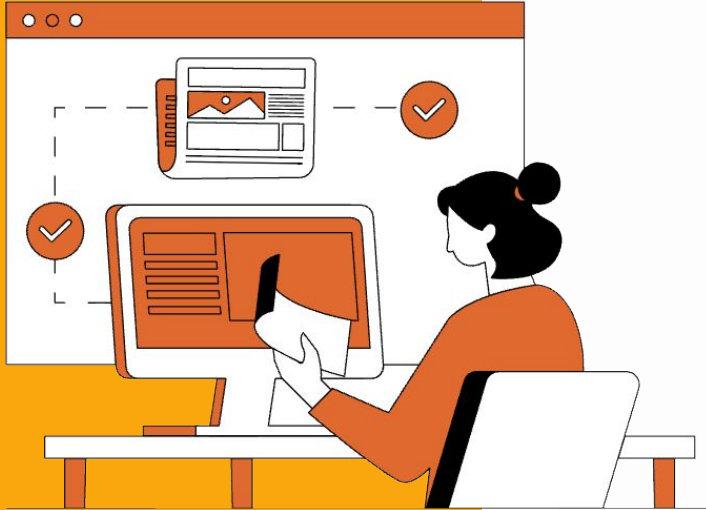
Display Ads Objectives and KPIs

Increase AOV by 15% within 3 months

- *CTR on Ad Impressions:* Measure ad engagement that encourages adding to orders.

- *Conversion Rate on Ad Clicks:* Track the percentage of clicks that lead to purchases with additional items.

Convert 30% of warm leads to YUMMM! Club sign-ups in 90 days

- *Sign-Up Rate from Display Ad Clicks:* Track the percentage of ad viewers who sign up for YUMMM! Club after clicking.

- *Cost Per Acquisition (CPA):* Assess cost efficiency for each loyalty program sign-up.

Raise loyalty program awareness by 25%

- *Engagement Rate on Display Ads:* Track the percentage of ad viewers interacting with the YUMMM! Club display ads (clicks, hover, or video views) to gauge interest and awareness

- *Impressions and Reach:* Measure how many users view YUMMM! Club ads to assess visibility.

Display Ads
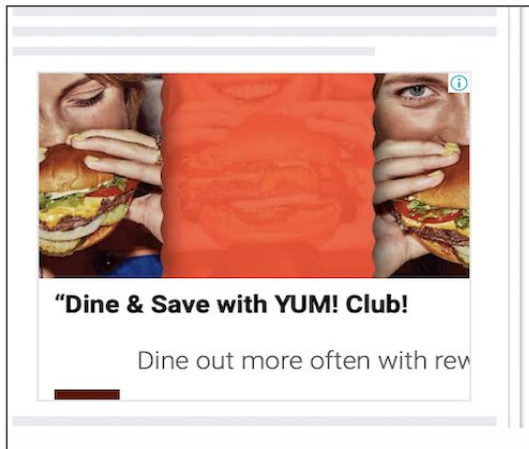
Ad #1 (Horizontal):

- *Headline*: "Burgers with Extra Perks!"
- *Why It Works*: Highlights perks and rewards for families.
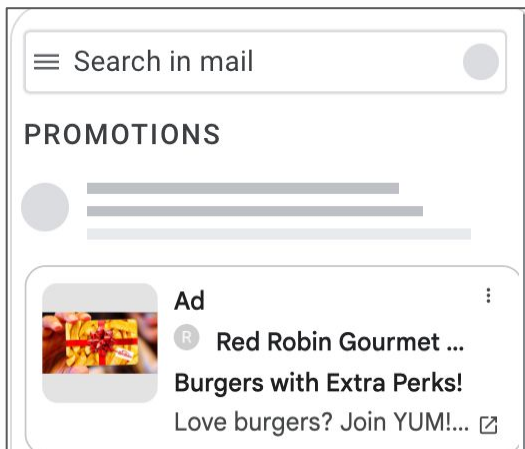
Ad #2 (Square):

- *Headline*: "Free Desserts With YUMMM Club."
- *Why It Works*: Offers tangible benefits for sign-ups.
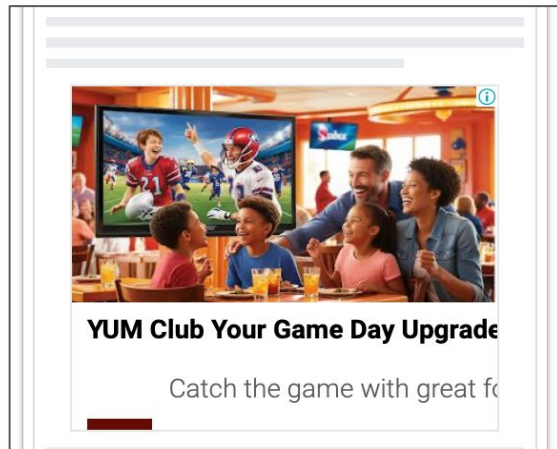
Ad #3 (Vertical):

- *Headline*: "Dine & Save with YUMMM! Club!"
- *Why It Works*: Combines family imagery with a strong call to action.

Search Ads

Objectives and KPIs (Google Paid Search Campaign)

Objective 1: Raise awareness of dine-in family deals by 25% within 90 days

- KPI 1: Measure impressions and reach for family-focused search ads.
- KPI 2: Track the CTR for ads targeting "family dining discounts" keywords.
- KPI 3: Evaluate search ad performance for areas within a 10-mile radius of stores.

Objective 2: Boost online takeout orders by 20% within 90 days

- KPI 1: Track the number of takeout order conversions and Conversion Rate.
- KPI 2: Monitor the CTR for keywords like "family takeout deals" and "quick meals."
- KPI 3: Measure cost per conversion to ensure efficiency within budget.

Objective 3: Increase YUM! Club sign-ups by 30% in 3 months

- KPI 1: Track the conversion rate of paid search ad clicks to loyalty sign-ups.
- KPI 2: Monitor sign-up growth from branded and loyalty-related keywords.
- KPI 3: Measure engagement on the landing page for YUM! Club registration.

Search Ads

redrobin.com

Free Perks Start Here with Yum Club!

Aug 20, 2023 - **Loyalty** pays off at **Red Robin.** Join for **free** and start saving today.

★★★★☆ Rating: 4.1/5 - 112 votes

redrobin.com

Family Meal Discounts!

Aug 20, 2023 - Join Yummm Club today and get a **free** sweet treat!

★★★★☆ Rating: 4.1/5 - 112 votes

Visualizing the Funnel

In the funnel we see where we are looking to catch people. The channels used are built to correspond with our overall objectives for the Yummm Club as well as the channel specific objectives.

This segment shows where we are using each of our channels and how they can be seen.

AWARENESS → Google, Facebook, TikTok

CONSIDERATION → Google, Facebook, TikTok

CONVERSION → Google, Facebook, TikTok

RETENTION → www

ADVOCACY → Facebook, TikTok, Google Reviews
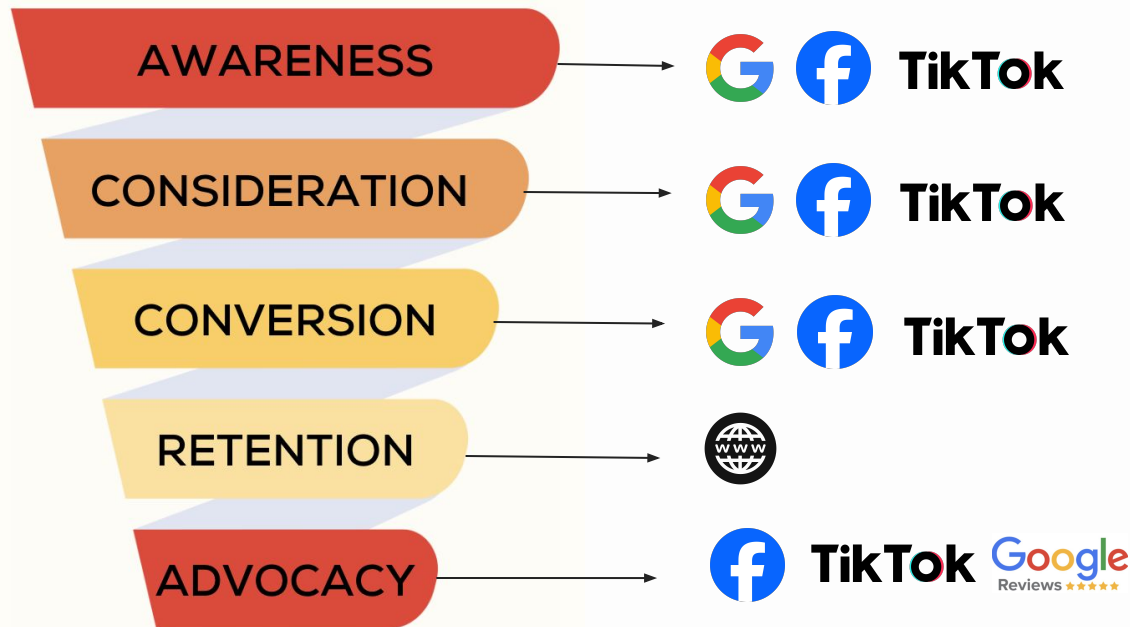
Social Media Strategy

Our approach targets foodies, families, and deal-seekers through Meta (Facebook) and TikTok, aligning with our fun and family-oriented brand voice to maximize engagement and conversions.

Key Elements:

- Channels: Meta (Facebook, Instagram) and TikTok.
- Goals:
  - Raise awareness of the YUMMM Club benefits.
  - Retarget customers to encourage sign-ups and in-store visits.
- KPIs:
  - Impressions, CTR, conversions (sign-ups/in-store use), and CPR.
- Focus: Drive AOV and ROAS growth through targeted, engaging campaigns.
- Customer Journey: Foodies and loving customers targeted for awareness as well as a push towards the store to use the rewards.

Social Media Campaigns

- Objectives- Build customer retention and drive conversions through enticing ad copy and visual.
- KPIs- CPC, Impressions, Clicks, CPM, ROAS

We are looking to bring in a new and existing customer base for the Yummm Club by using channels such as facebook and TIk Tok to make people aware of the program but also to retarget them and push them to sign up for FREE as well as use the rewards in store.

Retargeting Plan

Key Strategy:

- Retarget at critical points to ensure potential customers move down the funnel and achieve the ROAS and CTR goals.
- Ads will align with overall campaign messaging to reinforce program value.

Purpose of Landing Page

Purpose: Design a clean, intuitive layout that motivates users to sign up for the rewards program.

Wireframe Overview: Include clear CTAs (e.g., "Become a Yummm Club Member") and visually showcase program benefits to engage users.

Key Sections:

- **Header**: Introduce the rewards program with a bold, engaging statement.
- **Subtitle**: A catchy phrase to excite users and bring brand's voice.
- **Main Body**: Mention program perks.
- **CTA Buttons**: Encourage immediate action.

Landing Page - Wireframe
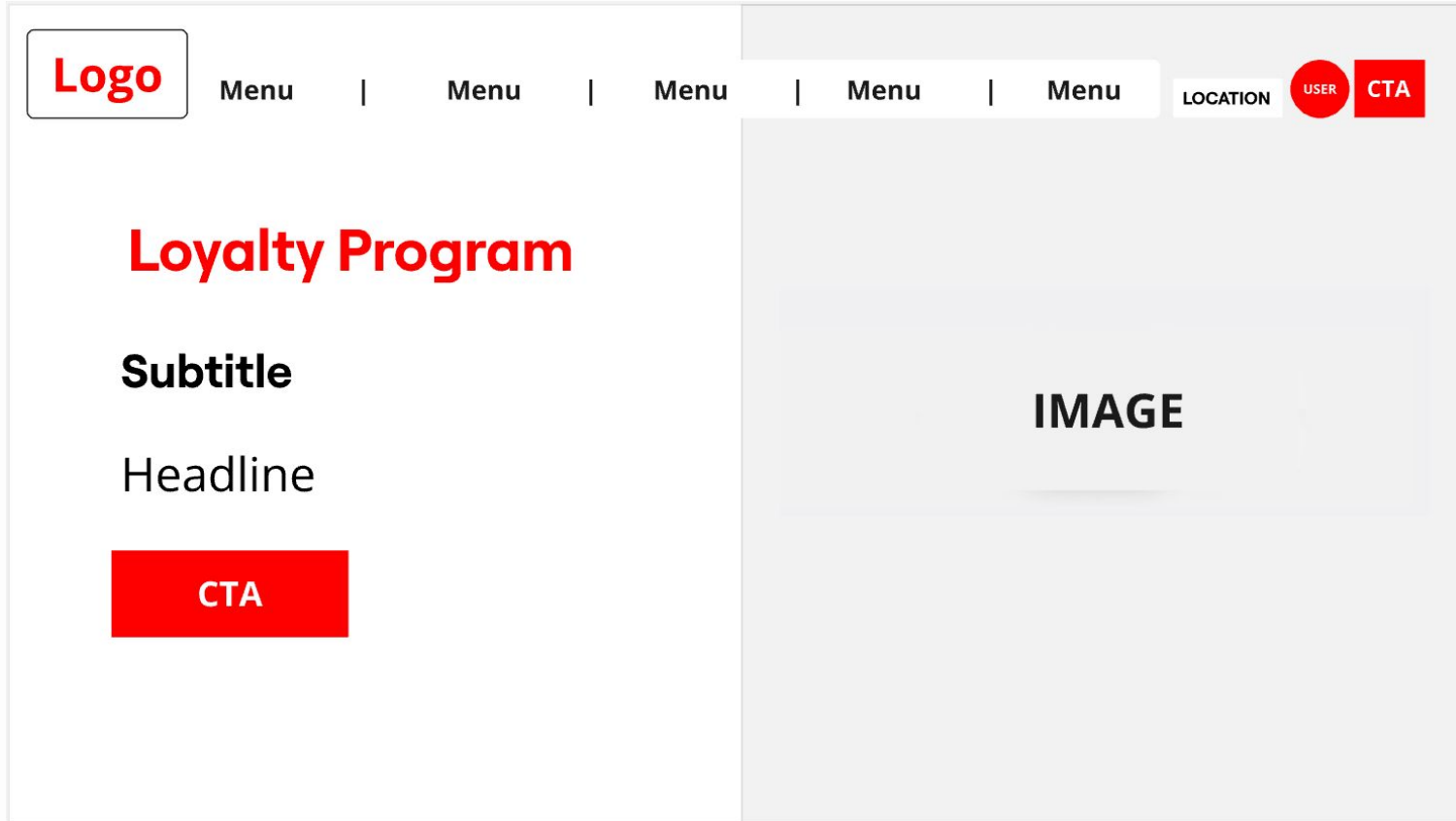
Logo

Menu | Menu | Menu | Menu | Menu

LOCATION USER CTA

Loyalty Program

Subtitle

Headline

CTA

IMAGE

Landing Page - Layout

Landing Page - Mobile

Retargeting Social Media Mobile Landing Page:

This Pop-up Landing page ensures users from retargeting ads see relevant content, boosting engagement and conversions by aligning with their intent and guiding them to act.

Automated Workflow

Jacob's Journey
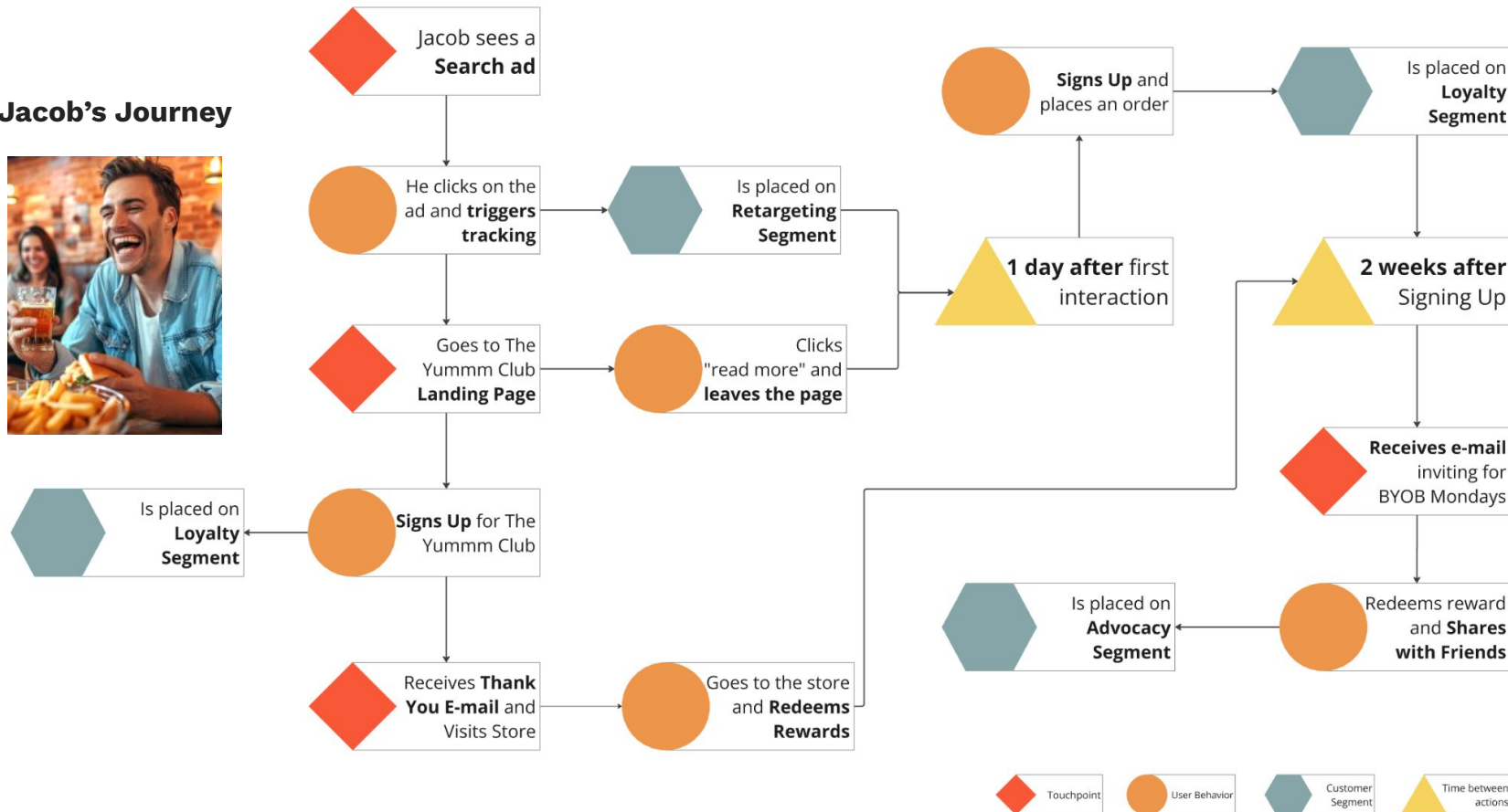
Next Steps

Track KPIs Continuously

- Monitor key metrics weekly (CTR, AOV, ROAS).

- Adjust targeting and creatives based on insights.

Optimize Retargeting

- Refine audience segments for personalized ads.

- Test new creatives to boost engagement.

Engage Loyalty Members

- Use limited-time offers and streak rewards.

- Share updates on perks and benefits regularly.

Evaluate and Improve

- Review campaigns monthly.

- Apply feedback and explore growth opportunities.

FUTURE

Thank You!

Let the Yummm begin!!!

Marketing Brief - The Business

Business Category: Food Service
Company Name: Red Robin

Brief description: Red robin is a restaurant chain throughout the US. They are known for gourmet burgers, all-you can eat fries and craft beers.

Value Proposition: Red Robin sells gourmet burgers, comfort food, and customizable meals so that families and burger lovers can enjoy fresh, high-quality dining in a fun, welcoming atmosphere with unbeatable rewards.

Marketing Brief

The Issue

Rising marketing costs and steady customer spending have stalled ROAS growth at 0%, a trend that needs to be addressed to improve returns.

The Solution

New Loyalty Program: **Yummm Club** offering exclusive discounts and a point system to give customers more of a reason to spend more money.

Data Plan and KPIs

Metric	What this measurement indicates about website performance
Number of users	Who is visiting your website (audience)
Posts, views, engagement rates	Monitor active interactions and time spent on the site.
New users	Track first-time visitors.
Organic search	Measure non-paid search engine visits.
Likes on content, Landing pages	Find pages receiving the most traffic.
Goal conversion rate	Evaluate specific objectives like purchases or registrations.

Top 30 Keywords

Keyword	Intent	Volume	Trend	PKD %	KD %	CPC (USD)	SERP Features
Family restaurants near me	T	33100	↑	57	38	1.37	Last week
Red Robin rewards	N	6600	-	0	52	1.44	Last week
Burger deals today	I	1900	↓	42	43	1.54	Last week
Restaurant gift card deals	T	1900	↑	76	47	1.15	2 weeks
Red Robin app	T	880	-	0	57	0.49	2 weeks
Best restaurants for kids	C	260	↑	60	21	0	2 weeks
Popular burger chains	I	260	↓	50	35	0	1 month
Loyalty points program	I	170	-	86	74	12.6	2 weeks
Best burger deals	C	90	↓		19	1.58	3 weeks
Birthday freebies at restaurants	I	90	↑	61	23	0.1	2 weeks
Gourmet burger restaurants	C	90	-	0	59	0	2 weeks
Family dinner ideas near me	T	70	↑	72	69	0	4 weeks
Best places to eat with kids	C	30	↑	62	22	0	4 weeks
Red Robin birthday deals	n/a	30	-			0	For metrics, refresh
Top-rated family restaurants	n/a	30	-			0	For metrics, refresh
red robin garlic fries	T	300	↑	50	30	1.2	Last week
garlic fries red robin	T	250	↓	45	25	1.1	Last week
red robin steak fries	T	400	↑	60	35	1.3	Last week
red robin burger bar	T	350	-	48	28	1.15	Last week
burger bar red robin	T	280	↓	55	33	1.25	Last week
red robin $10 deal	T	500	↑	62	38	1.5	Last week
red robin near us	T	450	-	57	31	1.35	Last week
red robin near	T	350	↓	53	32	1.2	Last week
red robin doordash	T	320	↑	58	34	1.28	Last week
red robin deals today	T	380	↑	59	36	1.3	Last week
red robin delivery	T	300	↓	47	27	1.2	Last week
gourmet cheeseburger near me	T	220	↑	49	29	1.2	Last week
gourmet burger delivery	T	250	↓	55	35	1.3	Last week
red robin burger deals	T	190	-	52	32	1.25	Last week
red robin gourmet burgers and brews menu	T	230	-	45	25	1.2	Last week

Targeting Strategies

- **Audience Focus:** Busy families, food enthusiasts, and deal-seekers seeking affordable dining and quality time.
- **Why These Ads Work:** Emphasize savings, loyalty perks, and gratitude messaging to attract and retain customers. Use short, engaging headlines and multiple ad formats for maximum visibility across platforms like Google Display Network, websites, and apps.
- **Targeting Approach:** Combine affinity, remarketing, and in-market audiences to capture users searching for deals and family-friendly options near Red Robin.
- **Placement Strategy:** Ads appear on family-focused sites and food delivery platforms, with targeting refined by demographics like age, income, and parental status.
- **Core Values:** Leverage family, savings, and fun to boost engagement and drive traffic to nearby locations.

Yummm Club Display Ads

- Objectives:
  - Increase Average Order Value (AOV): Boost the average amount spent per customer by 15% over three months.
  - Convert Warm Leads into YUMMM! Club Members: Achieve a 30% sign-up rate for the loyalty program within 90 days.
  - Raise Awareness of YUMMM! Club: Increase visibility of the loyalty program by 25% through targeted campaigns.
- KPIs:
  - CTR on Ad Impressions: Measure engagement with ads to track interest.
  - Conversion Rate on Ad Clicks: Track the percentage of clicks leading to YUMMM! Club sign-ups.
  - Impressions and Reach: Measure the total number of unique viewers reached to assess visibility.
  - Average Order Size per Customer: Monitor changes in spending patterns to ensure progress toward AOV goals.
- Why This Works:
  - Leverages family-friendly branding and savings-driven messaging.
  - Uses multiple channels to ensure broad visibility.
  - Focuses on measurable results to track and optimize performance.

Display Ad Targeting

Audience Overview

We're connecting with suburban families who value spending time together and engaging with family-oriented brands and activities online.

This audience appreciates humor, frequently engaging with funny videos, memes, and other lighthearted content. Budget-conscious and grounded in strong family values, they're drawn to brands that reflect these priorities.

Audience Targeting

- **Affinity Audiences:** Families, food enthusiasts, deal seekers
- **Remarketing Audiences:** Visitors who have previously engaged but not converted.
- **In-Market Audiences:** Users actively searching for dining deals, family-friendly restaurants, or loyalty programs.

Placement Targeting

- **Managed Placements:** Ads will show up on family-friendly and food-focused sites that our audience regularly visits.

- **Contextual Targeting:** Reaching people interested in food and dining, especially those near Red Robin locations or on food delivery sites.

- **Google Display Network (GDN):** Targeting is filtered by key demographics, including age, gender, income, marital status, and parental status, with a focus on family-oriented people.

Display Ad Goals and Tactics

»

Goals
Raise awareness for the launch of our loyalty rewards program.
Boost average order value (AOV) and increase conversion rates.
Drive warm leads to conversion with exclusive deals for YUMMM! Club membership.
Highlight volume discounts, making YUMMM! Club an ideal choice for families, encouraging more visits and higher spending while building loyalty.

Other Areas
Target potential customers in the consideration stage of their journey with our display ad campaign.
Focus on appealing to budget-friendly, family-oriented values of our audience.
Offer incentives like free appetizers or desserts for initial sign-ups, plus reward points and VIP perks for loyal members.

Display Ads - Diagram
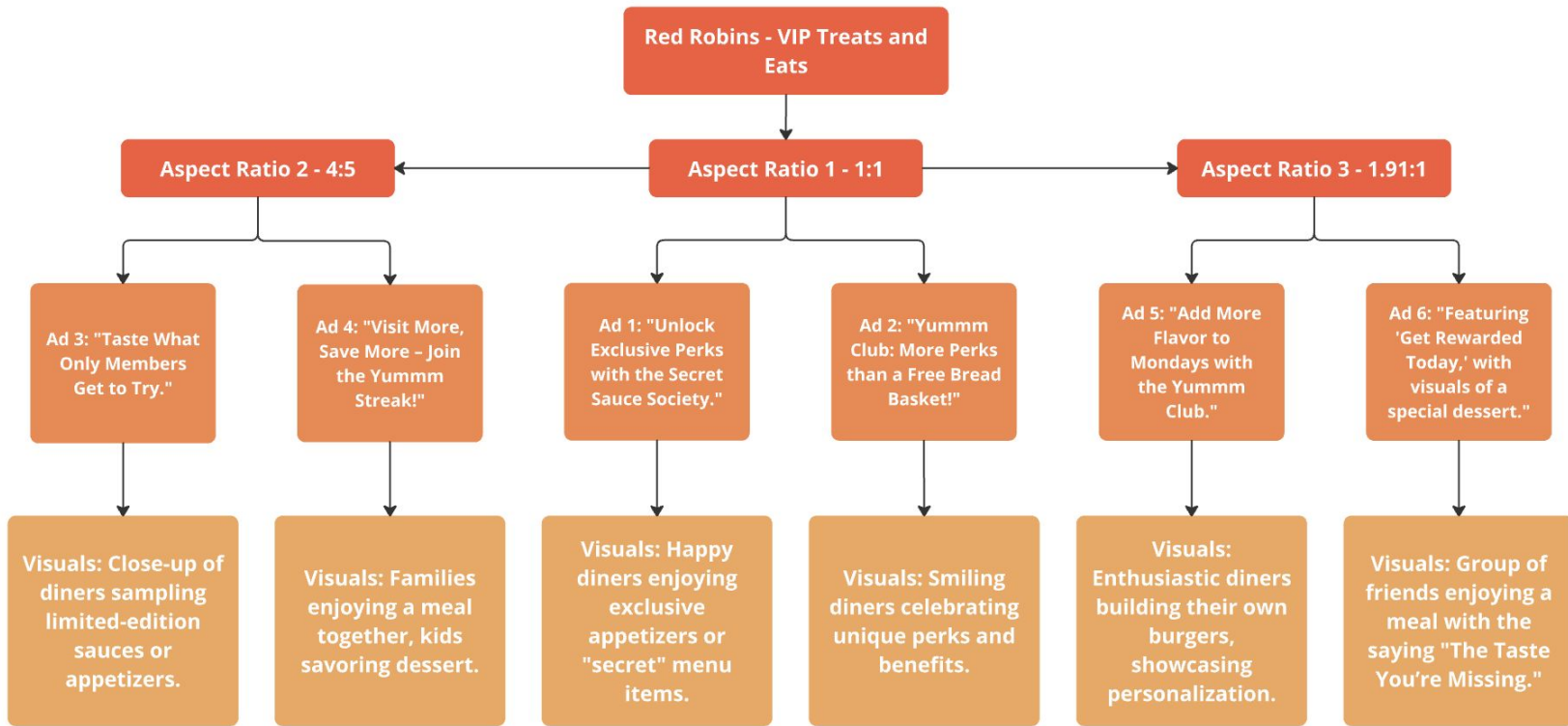
Display Ads Screenshots

Search Ads - Diagram

Search Ads Screenshots

Data Analysis

Monthly Spend and Revenue

CVR vs. Clicks
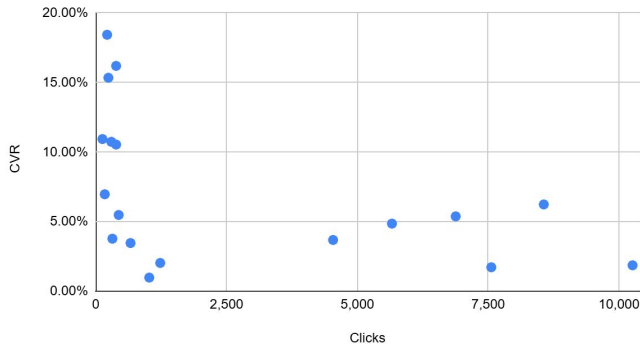
Monthly Spend	SUM of AOV
$1,000	$150.00
$1,500	$100.00
$2,000	$100.00
$2,500	$100.00
$3,000	$150.00
$6,000	$50.00
$8,000	$50.00
$12,000	$50.00
$13,500	$50.00
$15,500	$50.00
$21,000	$50.00
Grand Total	**$900.00**

SUM of AOV vs. Monthly Spend
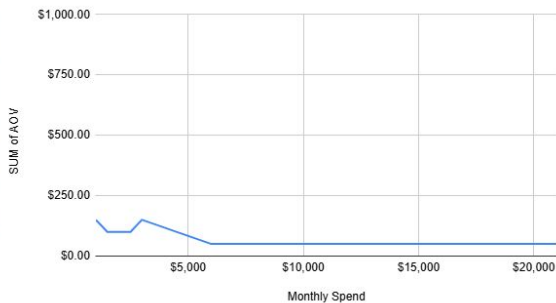
AOV	% ROAS
$50.00	81.25%
$50.00	50.00%
$50.00	24.00%
$50.00	46.67%
$50.00	50.00%
$50.00	61.61%
$50.00	139.17%
$50.00	30.00%
$50.00	66.67%
$50.00	106.67%
$50.00	120.00%
$50.00	101.85%
$50.00	154.17%
$50.00	92.50%
$50.00	105.00%
$50.00	68.33%
$50.00	115.00%
$50.00	127.14%
$50.00	100.00%

Projected Data Analysis - Bonus

Projected % ROAS vs. Projected Revenue
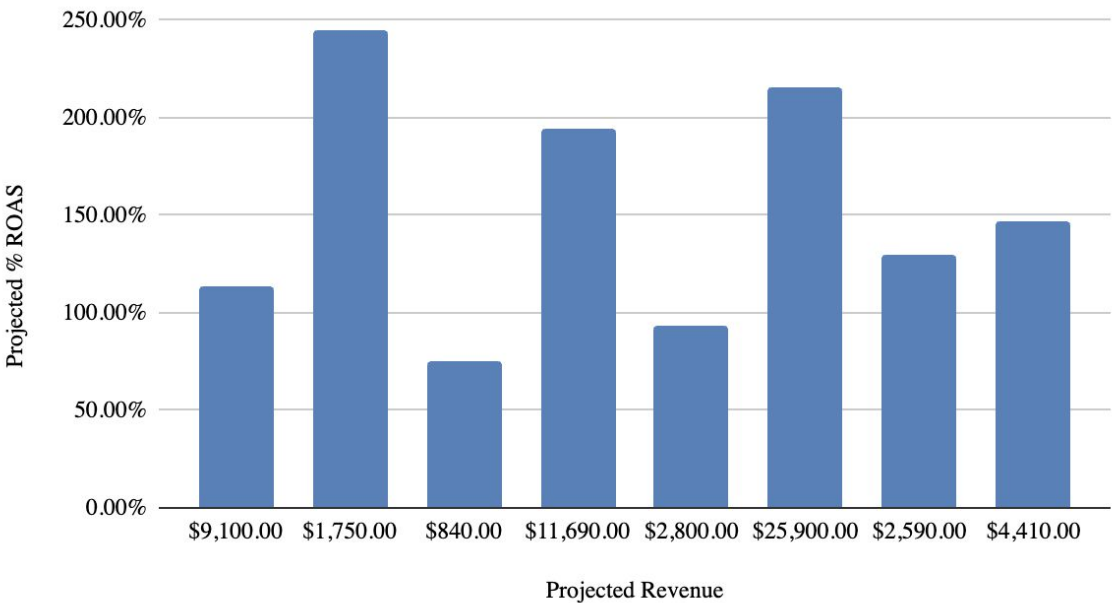
AOV	Projected Revenue	Projected % ROAS
$70.00	$9,100.00	113.75%
$70.00	$1,750.00	70.00%
$70.00	$840.00	33.60%
$70.00	$11,690.00	194.83%
$70.00	$840.00	42.00%
$70.00	$2,800.00	93.33%
$70.00	$25,900.00	215.83%
$70.00	$2,590.00	129.50%
$70.00	$4,410.00	147.00%
$70.00	$1,750.00	175.00%
	$61,670.00	

Social Media Plans

Facebook

Campaign 1- Awareness, Top of the funnel audience targeting, placed on feeds and in reels, with informative and visually pleasing ads set to draw attention.

Campaign 2- Traffic, Pushing for sign ups to the program of those who hadn't originally converted, Middle funnel audience as well as bottom to push them towards the stores, placed on feeds and in reels, with a grabby visual.

Tik Tok

Campaign 1- traffic, top of funnel pushing them to learn more about the product or even sign up, place on tik tok and partners.

Campaign 2- Engagement, Looking to retarget those who did convert or are even stuck and did not, to push them towards stores to use the free rewards and build points.

Social media Marketing Strategy

Social media strategy:

- Our customers journey within this ad will be our foodies and red robin lovers coming across the ad and striking them with the benefits. They will be made aware of the awesome benefits we are offering with this program thus pushing them to consider the product or even for some converting because they have just been made aware of something they were looking and hoping for from our brand.
- We will be using Meta (Facebook) as well as tik tok as our channels for our ads. This is due to it being the perfect place for our audience and brand voice. We are fun and family oriented targeting parents, foodies/diner lovers, as well as those who love a good discount.
- The overall objectives of our social campaigns is to reach and retarget new and existing customers making the aware of the rewards through built company engagement as well as retargeting them to push them to use these rewards and come visit our stores rather than missing out on the fun.
- The KPIs to ensure this engagement and track performance would be Impressions, CTR, Conversions (sign ups for the program and then also in store usage), and our CPR to track that our spend is showing results. These back our overall objectives of Increasing AOV, ROAS, and program Conversion increasing overall revenue.

Objectives and KPIs

Objective	Key Performance Indicators (KPIs)
Reach and engage new and existing customers	Impressions, Click-Through Rate (CTR)
Drive awareness and sign-ups for the rewards program	Rewards program sign-ups
Encourage in-store visits and maximize engagement	In-store usage, Cost Per Result (CPR)

Facebook - Campaign 1

Screenshots

ad. You can either go to Account Overview to confirm this info before you start creating, or do this later.

Go to Account Overview

Buying type
Auction

Choose a campaign objective
- ⦿ 📢 Awareness
- ○ ▷ Traffic
- ○ 💬 Engagement
- ○ 🎯 Leads
- ○ 📲 App promotion
- ○ 💼 Sales

Awareness
Show your ads to people who are most likely to remember them.

Good for:
Reach
Brand awareness
Video views
Store location awareness

About campaign objectives   Cancel   Continue

✓ **Budget & schedule**

Budget
You set a daily Advantage campaign budget of $80.00.

Schedule

Start date
Nov 5, 2024   08:00 PM   EST

End date
✓ Set an end date

Dec 5, 2024   12:00 AM   EST

Hide options ⌃
Ad set spending limits
None added

Budget scheduling ⓘ
Add entries in campaign setup

Custom audiences ⓘ   Create new ⌄

🔍 Search existing audiences

Age ⓘ
18 - 65+

Gender ⓘ
All genders

Detailed targeting
Include people who match ⓘ

Interests > Additional interests

Best Deals (coupons & discounts)

Cheeseburger (food & drink)

Foodie (food & drink)

Online shopping rewards (retail)   ✕

Red Robin (restaurant)

Size: 1
Interest
shoppi
Descrip
interes
shoppi

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* Website URL ⓘ

https://www.redrobin.com/   🔗 Preview URL

Build a URL parameter

Display link

https://www.redrobin.com/rewards

Call to action ⓘ

Learn more   ⌄

⊕ Add another option

Platforms

- ✓ Facebook   ✓ Instagram
- ✓ Audience Network   ☐ Messenger

Placements

▷ | **Feeds**   ✓
Get high visibility for your business with ads in feeds

▷ | **Stories and Reels**   ✓
Tell a rich, visual story with immersive, fullscreen vertical ads

▷ | **In-stream ads for videos and reels**   ✓
Reach people before, during or after they watch a video or reel

▷ | **Search results**   ✓
Get visibility for your business as people search

▷ | **Messages**   ☐
Send offers or updates to people who are already connected to your business

▷ | **Apps and sites**   ✓
Expand your reach with ads in external apps and websites

Facebook - Campaign 1 Screenshots

Facebook Campaign 2

This is the retargeting segment for facebook looking to drive those who didn't sign up the first time towards the final sign up.

KPIs
CPM, CTR, CPC, Conversion Rate, ROAS
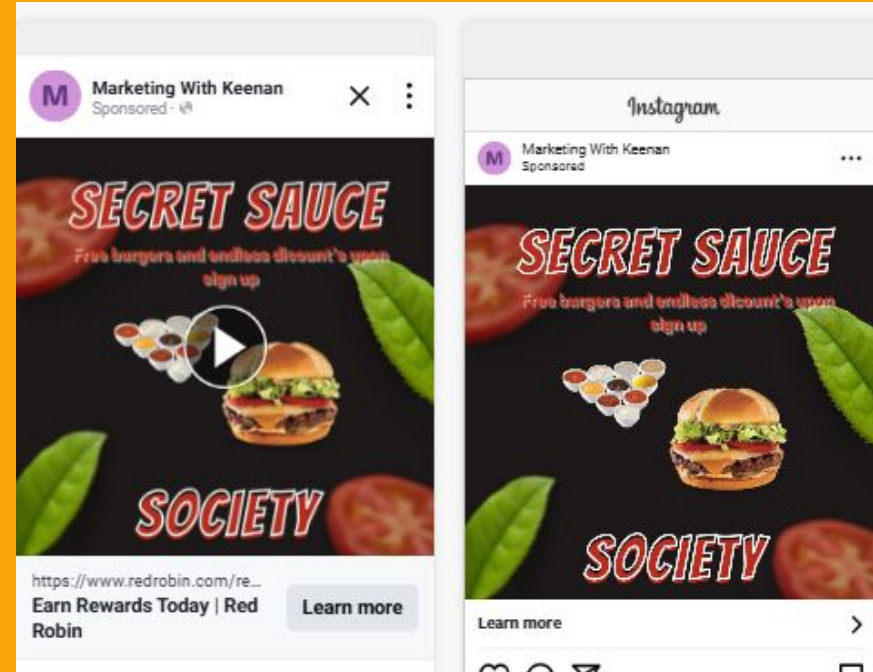
Facebook - Campaign 2

Choose a campaign objective

- ○ 📢 Awareness
- ● ➤ Traffic
- ○ 💬 Engagement
- ○ ▽ Leads
- ○ 👥 App promotion

Custom audiences ⓘ

Lookalike

Lookalike (US, 4% to 8%) - Red Robin Retargeting 1

🔍 Search existing audiences

Create a lookalike audience   ✕

Select your lookalike source

Red Robin Retargeting 1   ✕

Select audience location

Countries > North America

United States

🔍 Search for regions or countries   Browse

Select audience size

Number of lookalike audiences ⓘ

[2 ▾]

        11.2M   11.2M
○────────●────────────────○──────
0%   1%   2%   3%   4%   5%   6%   7%   8%   9% 10%
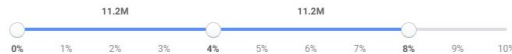
ⓘ A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ   **Estimated reach**
4% of US - Red Robin Retargeting 1   11,200,000 people
4% to 8% of US - Red Robin Retargeting 1 11,200,000 people

ⓘ   Cancel   Create audience

Description ⓘ

The Yummm Club gives access to the secret sauce society allowing early access to new menu items and extra discounts on your meals

Optimize text per person

Enabled

Call to action ⓘ

[Get Access   ▾]

Info labels

Use info labels to highlight attractive information about your business, such as number of Page likes or free shipping.
Learn more

11 info labels selected

0 more available

[Edit info labels]

Facebook - Campaign 2 Screenshots

○   **Instant Experience**
       Send people to a fast-loading, mobile-optimized experience.

●   **Website**
       Send people to your website.

* Website URL ⓘ

| https://www.redrobin.com/rewards | ☐ Preview URL |

Campaign budget

| Daily budget ▼ | $100.00   USD |

You'll spend an average of $100.00 per day. Your maximum daily spend is **$175.00** and your maximum weekly spend is **$700.00**.

About daily budget

Campaign bid strategy ⓘ

How we'll bid in ad auctions.

Highest volume ▼

Performance goal ⓘ

How you measure success for your ads.

Maximize number of landing page views

Schedule

Start date

| ▦ Nov 30, 2024 | 🕐 09:01 PM   EST |

End date

☑ Set an end date

| ▦ 1/31/2025 | 🕐 12:00 AM   EST |

Tik Tok Campaign

This is the awareness portion used on Tik Tok trying to bring people to be more aware of the Yummm Club as well as pushing them to sign up for the club.

KPIs
Conversions, CTR, Conversion Rate, Impressions, Time Spent
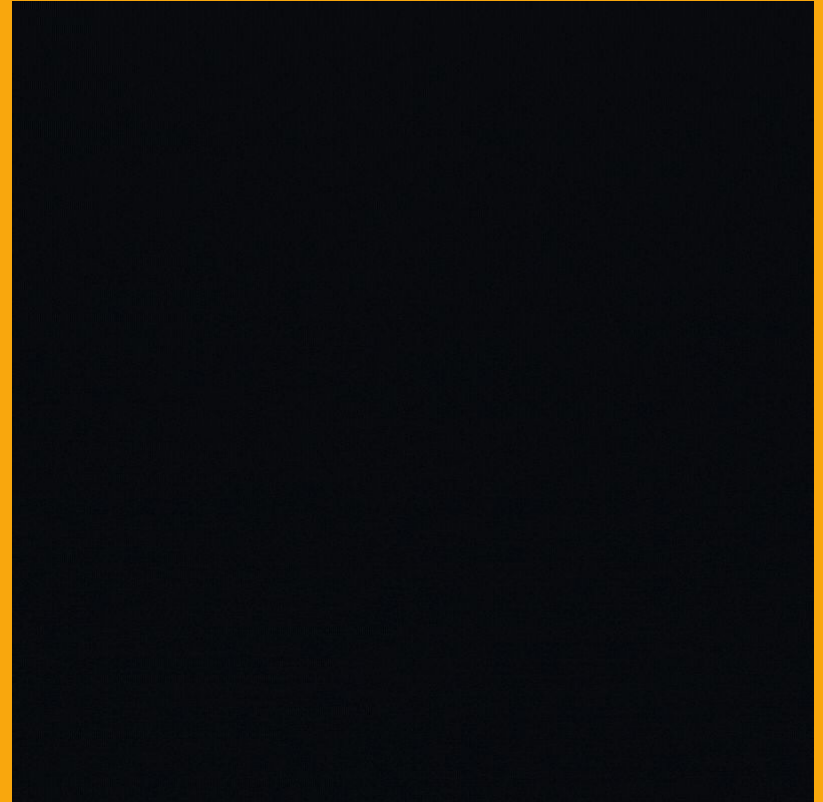
Tik Tok - Campaign Screenshots

Advertising objective ⑦

Awareness

○ Reach

Consideration

◉ Traffic

○ Video views

○ Community interaction

Conversion

○ App promotion ›

○ Lead generation ›

○ Website conversions ›

○ Product sales ›

Ad group name

What is The Yummm Club

Optimization location

Select where you'd like to direct traffic. Learn more

◉ Website
Send traffic to your website

○ App
Send traffic to your app

Sign up ×   Apply now ×   View now ×

Check it out ×   Learn more ×   Subscribe ×

Interested ×   Visit store ×   +6

◉ Select placement
Manually choose your targeting placement. Learn more

☑ 🎵 TikTok
    🔘 Include search results ⑦

☑ 🪐 Global App Bundle Powered by Pangle
    CapCut/Fizzo ⑦

☑ ▲ Pangle
    Premium global publisher network, available

⌄ Advanced settings

Selected   Clear all

1 creator Interaction

Food & Beverage ×

2 hashtag interactions

#resturant ×   #burgers ×

🔍 Search or select interests & behaviors

🟣 **Recommended categories:** Based on your industry

Tik Tok - Campaign Screenshots

Demographics

Location ⓘ   Clear all

United States

United States ×

🔍 Search or select locations

Bulk upload

Age

| 13-17 | 18-24 | 25-34 | 35-44 | 45-54 | 55+ |

Gender

| All | Male | Female |

Languages ⓘ

All

Spending power ⓘ

| All | High spending power |

Household income

All

▶ Audience ⓘ

Budget & schedule

Budget

| Daily ▾ | 75.00 | USD |

You'll spend up to 93.75 USD on some days, and less on others. You'll spend an average of 75.00 more than 525.00 USD per calendar week. Learn more

Schedule

◯ Set start time and run ad group continuously

⦿ Set start and end time

| 2024-11-07 21:11 🕐 | — | 2024-12-31 21:11 🕐 |

Ad delivery is based on your registered account timezone (UTC-05:00) New York Time. Check the targeted location

Dayparting

| All day ⓘ | Select specific time ⓘ |

Selected   Clear all

1 creator interaction

Food & Beverage ×

2 hashtag interactions

#resturant ×   #burgers ×

🔍 Search or select interests & behaviors

🟣 Recommended categories: Based on your industry

Destination

| Website | TikTok Instant Page ⓘ |
| **URL** | **Custom page** |

URL ⓘ

| https://www.redrobin.com/rewards ↻ | 🔗 Preview |

Build URL parameters

Tik Tok Campaign

This is the retargeting segment for Tik Tok used to push people to the store. We want these people to have signed up and now they need to put these awesome rewards to use.

KPIs
Conversions, CTR, Conversion Rate, Impressions, ROAS

Tik Tok - Retargeting Campaign Screenshots

Advertising objective

Awareness

○ Reach

Consideration

● Traffic

○ Video views

○ Community interaction

Conversion

○ App promotion
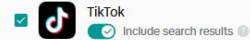
○ Lead generation

○ Website conversions

○ Product sales

◉ Select placement
Manually choose your targeting placement. Learn more

☑ ▣ TikTok
⬤ Include search results ?

Define your audience
Tim Short CDJR of Maysville1008 (7423550157515538450)

👤 Include

People who've carried out the following actions

| Page View ✕ | in the past | 30 days |

Through the following pixels

All

URL(Optional)

| contains | https://www.redrobin.com/rewards ✕ | 2 |

Parameter (Optional)

| content_type | contains | Rewards ✕ Please enter |

URL ?

https://locations.redrobin.com/location: ↻

Contain Source

| Omit | Contain |

System

| All | Android | iOS |

Placement

TikTok ✕

Location ?

United States ✕

Audience Size

| ...ow | Balanced | Broad |

8:00

Following For You

Find your next stop

Tim Short CDJR of Maysville
Find your next meal with the Yummm Club!
Sponsored
Earn FREE Rewards

Visit store ›

991K
3456
1256

Home Friends + Inbox Me