

## Slice Pizza App

### Background

Slice, the digital online pizza delivery platform, was seeking to significantly broaden their user base of participating pizza parlors, at an efficient cost per application install (CPI). The company's goal is to provide greater technology to local pizza parlor owners so that their businesses can continue to thrive and compete with national and regional corporate chains.

### Objective

#### Increase Online Sales:

Drive consumer engagement and use of the Slice app by focusing on local pizza parlors in 42 suburban zip codes.

### Strategy

Slice opted for a 12-week truck side and mobile phone retargeting campaign. The strategy included significant frequency to generate name recognition in the crowded online food delivery space.

### Plan Details

Market:

Flight Dates: Q1 2021

OOH Formats: Truckside mobile billboards

Target Audience: Consumers of local pizza parlors in 42 suburban zip codes

Budget: Under \$10,000

### Results

For installs driven within a 24-hour conversion window, Sliced enjoyed a \$2.20 CPI, which is 80% lower than previous campaigns.

