

# CASE STUDY



**\$ 74%**  
DECREASED  
Cost per Lead

**\$ 52%**  
INCREASED  
ROAS

**\$ 279%**  
INCREASED  
Lead Volume

**310%**  
BOOST  
YOY Sales

## HARD ROCK CAFE

### COMPANY:

Hard Rock Cafe is a global restaurant brand, world-renowned as a sanctum for music, memorabilia, great food and experiences with over 50 U.S. and international locations.

### CHALLENGE:

Hard Rock Cafe's challenge was finding ways to stand out among its competitors. The goal was to show tourists that aside from food, Hard Rock Cafe offers lasting and memorable experiences. Along with targeting tourists, Hard Rock needed messaging that appealed to their loyal and local customers.

### RESULTS:

Ai Media Group launched campaigns based on Hard Rock Cafe's targeting goals:

- Tourists/Locals looking to make lunch and dinner reservations.
- Large groups and organizations looking to book space for corporate events.

Ai Media Group implemented a full-funnel strategy, which included tactics such as programmatic display, social, connected TV, targeted shopping and search, all while testing brand, generic and conquering terms.

Ai Media Group's full-click, patented and proprietary attribution system catches the entire user journey, allowing to identify which geographies generate the majority of traffic and revenue.

Remarketing search and shopping campaigns helped capture users who dropped off along the conversion funnel, helping to spike an overall surge in reservations and bookings.

Since beginning, the CPL steadily decreased by 74%, ROAS increased by 52% and total conversions increased by 279%. Ai Media Group continues to meet and exceed Hard Rock Cafe's lead and revenue expectations to date.