

# Crack the Code to QSR Growth:

**Scale Smarter. Perform Locally. Win Everywhere**  
with Predictive Digital Advertising



## From Device to Restaurant Door: Real-Time Digital Media Strategy for Multi-Location QSR Brands

Every QSR location is its own marketing battleground - with distinct audiences, competitors, and performance goals. The challenge? Reaching those local audiences, often times across 10s to 1,000s of locations, with the kind of precision that engages and converts customers, while keeping the brand tight at the top, is no longer a luxury; it's a necessity. That's where Digital Mouth is changing the game.

### LOCAL ENGAGEMENT, NATIONAL IMPACT

At Digital Mouth, we help QSR brands scale smarter, reaching local customers with national precision through AI-driven automations, predictive media buying, and real-time optimization. Our capabilities empower you to launch tailored, high-performing campaigns for every location without adding operational complexity to your team.

Our **DM Multi-Location** solution bridges the gap between local hustle and national strategy. We enable restaurants to win in their markets, driving foot traffic, sales, and loyalty, while giving corporate teams full visibility, control, and brand consistency. No more cookie-cutter campaigns or wasted spend. From drive-thru deals in Dallas to grand openings in Philly, we execute fully optimized, omnichannel campaigns at scale — automatically, intelligently, and with real results you can see.

**We solve for the common challenges QSR marketers face:**



Inconsistent  
Local Execution



Broad,  
Ineffective  
Targeting



Overlapping,  
Inefficient  
Budgets



Lack of  
Performance  
Transparency



Disconnected  
Channels



Franchisee  
Frustration

## THE SOLUTION

**National Strategy. Local Activation. Real Results.** Our DM Multi-Location media solution is purpose-built to help QSR brands win in every market they serve — from one restaurant to thousands. Our AI-powered capabilities unite advanced targeting, predictive media buying, real-time insights, and always-on optimization into one seamless solution, delivering results where it matters most: at the restaurant.

## HOW IT WORKS

- ✓ **Smarter Targeting**  
Geo-specific, behavior-based, and intent-driven audience strategies that connect locally.
- ✓ **Omnichannel Mastery**  
Unified execution across Google, Meta, CTV, programmatic, emerging media, and more.
- ✓ **Predictive Media Buying**  
AI-driven optimizations across channels maximize reach and eliminate waste.
- ✓ **Accelerated Campaign Go-Live**  
Launch thousands of hyper-localized ads in a matter of minutes, not weeks, increasing speed-to-market and removing bottlenecks.
- ✓ **Dynamic Creative Optimization**  
Localized messaging that adapts to audience data and drives engagement.
- ✓ **Real-Time Analytics & Reporting**  
Corporate and location level dashboards with full visibility into what's working — and where.
- ✓ **Proven ROI for Brands & Franchisees**  
Transparent performance models that prove value at every level of the organization.
- ✓ **Automated, Scalable Growth**  
Machine learning ensures campaigns get smarter, faster, and more effective over time.

## PREDICTIVE AI THAT DRIVES QSR GROWTH

Digital Mouth puts predictive AI at the heart of your growth strategy, giving you the power to see, plan, and optimize before you spend. Our data-driven tools give QSR brands the edge to grow smarter, faster, and more profitably at every location.

- **Scenario Tester™**: model “what-if” scenarios to adjust budgets, channels, pricing, and strategies before making real-world changes.
- **Performance Matrix™**: predict and track the performance of each location and automate optimal budget adjustments dynamically.
- **FootFlow™**: attribute ad exposure to physical restaurant visits, linking your ad investment to foot traffic across all locations.

### FootFlow Example:



All predictive AI tools are available within our intuitive reporting environment Data Experience Cloud.



## CUSTOMER HIGHLIGHT

# Regional QSR Brand Scales Growth in Local Markets, Beating National Brands with Hyper-Targeted Media

### THE BRIEF

A Southeastern quick-service restaurant with over 225 locations struggled to balance brand marketing with the need for localized engagement as pressure mounted from national competitors entering the market. The brand partnered with Digital Mouth to drive restaurant foot traffic, mobile orders, loyalty, and new customer acquisition across its footprint.

### THE SOLUTION

Highly localized targeting and a mobile-first, omnichannel media strategy were used to create personalized campaigns for audiences specific to locations and markets, turning fragmented local execution into a regional growth engine — delivering better results for every restaurant without losing brand control.

Tactics included:

- Addressable Audience Curation™
- Page Context AI™
- Geo-targeted competitive conquering
- Dynamic conversion zones
- Native and mobile-centric media channels

**78%**

Increase in  
Foot Traffic

**54%**

Decrease in  
Avg. CPV

**25%**

Lift in  
Conversion Rate

**\$11.25**

Avg. Customer  
Order

## WHY DO QSR BRANDS CHOOSE DIGITAL MOUTH?

- 1. Proven Multi-Location Performance**  
Trusted by national QSR brands to scale marketing across thousands of locations.
- 2. Deep Channel Expertise**  
Search, social, programmatic, emerging — we cover it all with precision.
- 3. ROI Obsessed**  
Customized KPI frameworks for both corporate and franchise-level success.
- 4. Tech-Enhanced, Human-Powered**  
Machine learning meets white-glove service from our multi-location media experts.
- 5. Automations That Scale Fast**  
Launch thousands of hyper-localized ads in minutes, not weeks, saving countless manual hours.