

## SUCCESS STORY

## Pizza Hut

Creating an appetite for pizza

## CLIENT

Global pizza chain Pizza Hut has over 16,000 restaurants located in 100 countries, spread across five continents.



21.5%  
SALES INCREASE

30%  
CPA REDUCTION

20%  
CPM REDUCTION

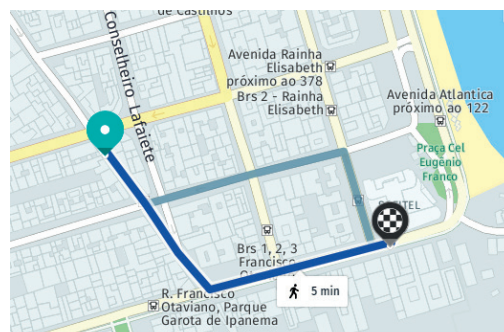
## OBJECTIVE

Pizza Hut wanted to run social advertising campaigns to increase store visits and online sales in Brazil.

## STRATEGY

Adglow worked with Pizza Hut to develop and implement an advertising strategy focused on increasing online and in store sales.

Adglow set up a geolocalized campaign to ensure ads were served to audiences located within a specific radius of Pizza Hut branches across 5 Brazilian regions and 57 cities. The Facebook store visits ad format along with location specific calls-to-actions, maps and text all played key roles in helping Pizza Hut reach their sales objectives.



*"The geolocalized campaign allowed us to measure the impact of each campaign, to understand which customers saw our message, which sales channel they went to and which products they bought. All of this generated a 21.5% increase in sales at the franchisor's stores"*

Antonio Marchese, Marketing Director at Pizza Hut Brazil