

CHALLENGE

FOOD DELIVERY SERVICE WANTED TO INCREASE THE CONVERSION RATE ON THE ROKT PLATFORM FOR ITS KEY DEMOGRAPHIC, A DESIRE TO GET EVEN MORE FROM THOSE WHO WERE ALREADY THE HEAVIEST USERS OF THE DELIVERY SERVICE.

↑600%
Conversion Rate

40%
Increase in RPI

46%
Rise in SOV

ROKT SOLUTION



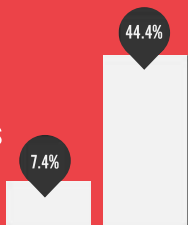
ROKT designed a campaign at a higher bid, intended to improve share of voice among the key demographic and drive up overall conversions.

A six week test was initiated with creative placed on ROKT partner sites that offered the best opportunity to connect with the food delivery service's key demographic.

RESULTS

WITHIN 1 WEEK

- SOV ROSE TO 46% ON TOP AD VENUES
- RPI LIFTED 40%
- AVERAGE ER INCREASED 3X



WITHIN 1 MONTH

600% RISE IN CONVERSION RATE IN KEY DEMOGRAPHIC GROUPS. CONVERSION RATES IN ALL GROUPS ROSE SUBSTANTIALLY.

“ROKT came to us and suggested we can do better if some adjustments were made to our campaign. They spoke with us as collaborative partners looking to truly help our business. And they showed their smarts with a test that performed well beyond our most optimistic expectations.”

Brand Marketing Manager, Food Delivery Service Brand