

ADCORE

RESEARCH

Case Study



CLIENT PROFILE

Australian- based food tech company, a subsidiary of TripAdvisor
Online restaurants reservations for over 3,500 restaurants
annual spend over 2M CAD

ADCORE SOLUTION

Dynamically creating campaigns and ads for each specific restaurant

Our system detects changes in restaurant inventories and automatically creates new activity or pauses irrelevant campaigns

Our bid management algorithm senses the fluctuations in the activity and automatically adjusts performance according to each campaign's customized goals.

Improving Creative through our A\B testing tool.

THE RESULTS



Contact us for further info:
research@adcore.com