

# Leading Fast-Food Chain Jumps To #1 Spot Under “LifeStyle” In App Store

## The Problem

A notable fast-food chain was looking to attain more users to their newly launched app. They wanted to measure backend data which would trigger when a customer presented a coupon in the physical store. The goal was to get people to download the app and use the app in store and slowly dissolve the use of traditional paper coupons.

## How We Did It

Through our extensive list of direct publishers and curated lists of media buyers, we were able to test different audience segments and optimize toward higher conversion rates while maintaining the appropriate KPI's.

## The Results

# 10k+

new users in  
under 30 days

# 25%

increased app  
usage

# 15%

decrease in  
CPA cost

YellowHammer drives performance for brands through creativity. With YellowHammer, brands streamline creative production and messaging, media buying, and analysis. With YellowHammer, clients are able to manage the entire customer journey, discern granular insights on creative performance, and drive higher revenue across display, native, social, and video. Founded in 2009 and headquartered in New York City with four offices globally, YellowHammer generates exceptional results for clients in over 200 countries.