QSR
playbook

yıeldmo
MAKING ATTENTION ACTIONABLE

TABLE OF CONTENTS

QSR INDUSTRY

The QSR world is changing. More than 13% of people are ordering out at least five times a week, and because of social distancing guidelines, consumers were forced to order more take out and dine out less. And a recent survey stated that **54** percent of respondents said they cook more than before the pandemic, and **51** percent said they would continue to cook more after the crisis ends.

This playbook will share how the QSR industry has changed over the last several months and what trends will shape the coming months.

13%
ORDERING OUT

5
TIMES A WEEK

POST-COVID QSR TRENDS

As many industries adapt to ever-changing social distancing regulations, stay-at-home orders, and reduce capacity operations, the QSR industry has many factors influencing the bottom line.

QSRWeb states that the long-term impacts of the coronavirus on Foodservice consumers will be seen in the following seven critical transitions, including increased use of delivery, food-safety-first mentality, expanded sanitization behaviors, curbside pick-up will become more popular, in-store self-ordering, improved take-out/delivery packaging, and expanded take-out/delivery for fine-dining/chef-driven brands. Some of these changes are already taking shape as consumers struggle to adjust to their new environment, while others will emerge over time as we move into the post-Covid world.

Delivery and digital ordering are crucial to long-term success at QSR during the pandemic. According to Yelp, the demand for delivery has increased **135** times with coronavirus, but this will be tempered by food safety concerns and the relaxation of shelter in place orders. Morning Star analysts expect digital ordering to become one of the more permanent changes facing limited-service restaurants after the pandemic and remain at **20%-30%** of transactions going forward (well above the single digits historically).

According to Yelp, the demand for delivery has increased

135 TIMES

with coronavirus

And Environicsanalytics states that many factors influence the QSR industry during the pandemic. For example, "the transition to work-from-home will affect QSR sales in more densely populated urbanized areas that rely heavily on local area business employment to support their daypart sales, particularly for breakfast and lunch patronage.

"When compared to March-May in 2019, QSR's experienced a **7.9%** decline in sales for the same timeframe in 2020. This is a stark contrast to those QSRs without drive-thru that experienced a **32.3%** drop in sales for the same period last year. Brick and mortar retailers have shuttered more than **3,900** doors in 2020. These closings will weigh heavily on QSR restaurant sales that rely on local retail traffic as these and other chains shutter their doors. And casual dining remains well below industry averages, with same-store sales declines of **20%-30%**, as operators struggle with in-restaurant dining restrictions in certain markets."

The QSR business, by definition, is about serving customers at speed. McKinsey analysts believe that if QSRs act quickly in this crisis to meet the changing needs of consumers while prioritizing people's health and well-being, QSRs can withstand these difficult times and build valuable capabilities for resilience and success in the future.

But going into the eighth month of the coronavirus crisis, DatAssential has some good news for the foodservice industry. People have begun to venture back out to eat a little more: Only **26%** of consumers said they were using restaurants less to save money, down from **38%** when they were asked the same question in April.

CONSUMER PERSONA

Consumer-sentiment surveys that McKinsey conducted in late March across Europe and the United States indicate that during the crisis, most consumers expect to reduce their spending on all restaurant food—takeout and delivery, QSRs, and other types of restaurants.

The National Restaurant Association is conducting weekly surveys tracking this trend. Over the last four months, about **65%** of adults are ordering weekly

takeout or delivery for dinner. Before the coronavirus lockdown, that number was less than **60%.**

While dining out is one of the riskiest possible activities during the coronavirus pandemic, according to a report issued by the Centers for Disease Control and Prevention (CDC), a third of Gen Z, millennials, and households with kids have eaten meals in dining rooms, outpacing older generations, according to a recent study.
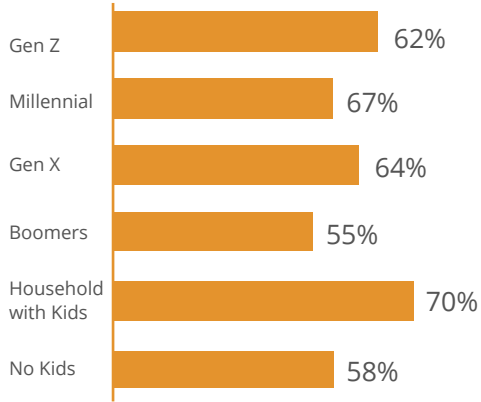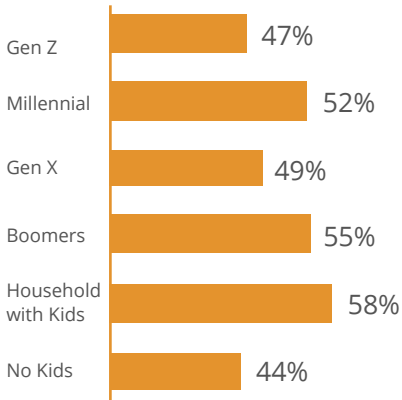

BABY BOOMERS

MILLENNIALS

PARENTS WITH CHILDREN

Datassential also found close to half of consumers have ordered takeout in the past month, the company found, whether from a drive thru or visiting the restaurant itself (curbside, etc.).
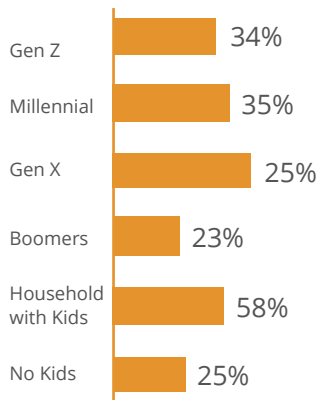
Get Restaurant Food From A Drive Thru

Gen Z	62%
Millennial	67%
Gen X	64%
Boomers	55%
Household with Kids	70%
No Kids	58%

Get Restaurant Curbside Or Walkup Takeout

Gen Z	47%
Millennial	52%
Gen X	49%
Boomers	55%
Household with Kids	58%
No Kids	44%

Dinner At The Restaurant Itself

|	
Gen Z	34%
Millennial	35%
Gen X	25%
Boomers	23%
Household with Kids	58%
No Kids	25%

According to Revenue Magazine, **38%** of Millennials order contactless at least 5 times a week. And all non-Boomer generations are more willing to pay a premium for delivery while Boomers prefer ordering takeout from restaurants.

Distribution of Frequent Contactless Users
Delivery, takeout, and drive-thru

	May	Aug
Boomer	10%	7%
Gen X	29%	25%
Millennial	49%	38%
Gen Z	12%	22%

▲10%
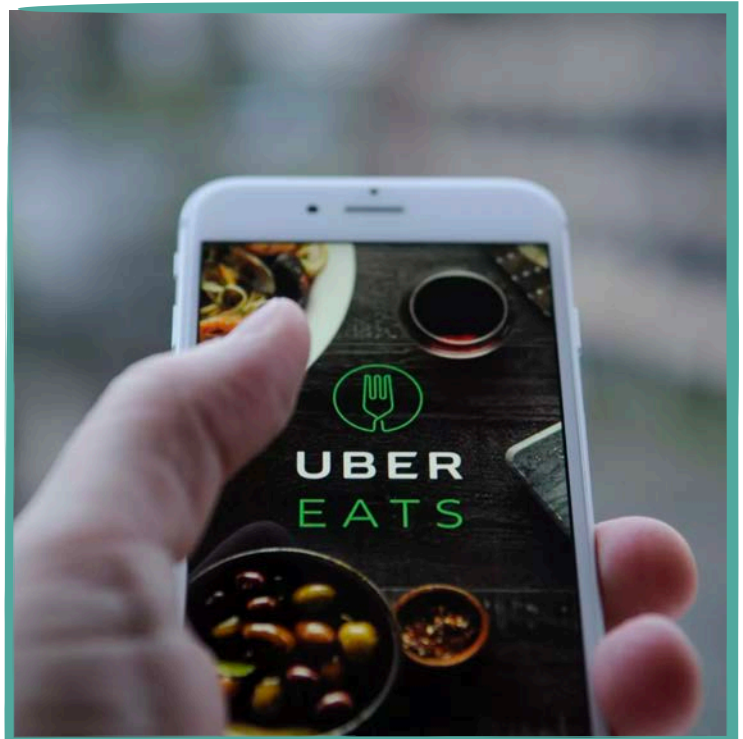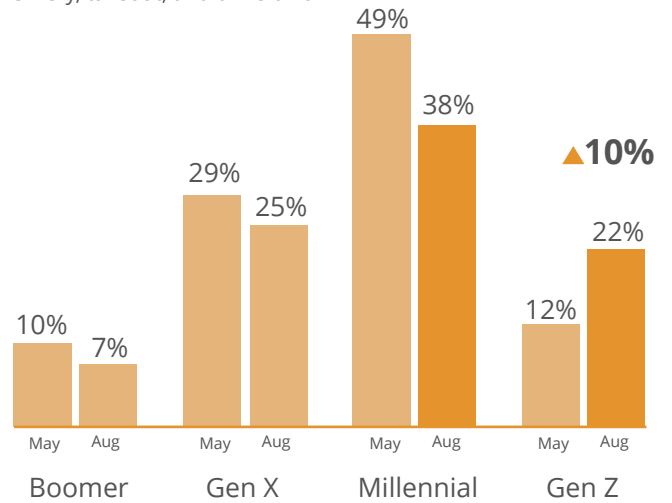
YIELDMO SOLUTIONS

Whether in a pandemic or not, consumers have countless QSR options. Yieldmo is here to help brands break through the clutter to drive awareness, promotions, and drive lower-funnel actions, all while remaining in a premium, brand-safe environment.

Yieldmo provides a full-funnel solution to drive performance across all KPI's. By leveraging our suite of innovative ad formats coupled with AEROS attention analytics and our smart inventory solution, Yieldmo delivers an engaging consumer experience in a brand-safe environment that helps QSR brands break through the noise and drive results at every point in the user journey.

HYPERSCROLLER • DEMO LINK

Similar to an animated GIF, the Hyperscroller is a 20 frames animation ad that utilizes user scrolling behavior.

SCAN ME

UPPER FUNNEL

For QSR brands looking to generate stronger brand awareness, our high impact units such as Hyperscroller and Window help drive awareness about the products and focus on attention and engagement with the brand through the ad. These attention-grabbing formats help hit KPIs such as CTR, viewability, attention, and other KPIs such as on-site activity.

We also have a diverse video offering, which includes instream, outstream, and high-impact options, all with efficient CPMs and/or CPCVs. Our Pinhole and Megashopper video formats drive interest, action, and engagement.
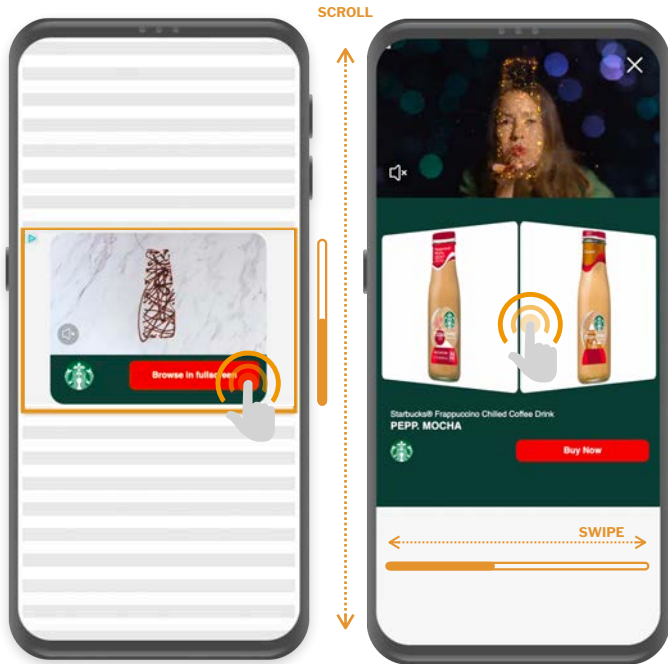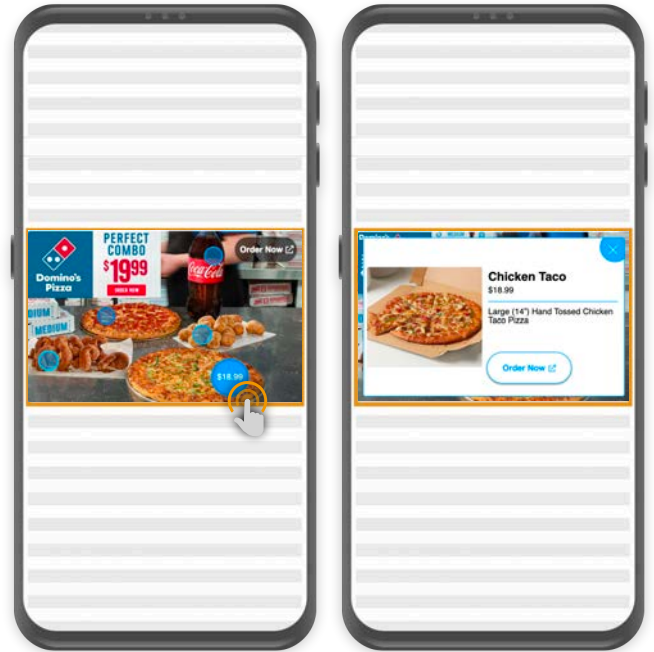
SCROLL

WINDOW • DEMO LINK

Standard 300x600 with a parallax scrolling effect that reveals the ad as the user scrolls up and down.

SCAN ME

MEGASHOPPER • DEMO LINK

The immersive shopping experience. Branded video runs at the top while user plays with a cube catalog.

LOOKBOOK • DEMO LINK

Eye-catching image showcasing multiple features while pulsating hotspots encouraging customers to tap to reveal more details.

MID-FUNNEL

For leading QSR brands, consideration campaigns are an important piece of the puzzle, as they determine whether or not a user would ultimately make a purchase. Our shoppable units, such as LookBook and Carousel, show multiple products in one unit and help drive consideration and engagement.


CAROUSEL • DEMO LINK

An interactive ad unit that helps your brand showcase a range of offerings and highlight your best-performing products.

LOW-FUNNEL

Our [Flexcard](#) and [Flexbanner](#) units are great for efficiency-focused campaigns that have efficient CPMs as well as high CTR and viewability. Using a strong call to action on our Flexcard unit can help drive users to download the QSR app, engage with a promotion, or visit a location. You can most importantly leverage our formats and inventory, and analytics while running campaigns via your DSP.
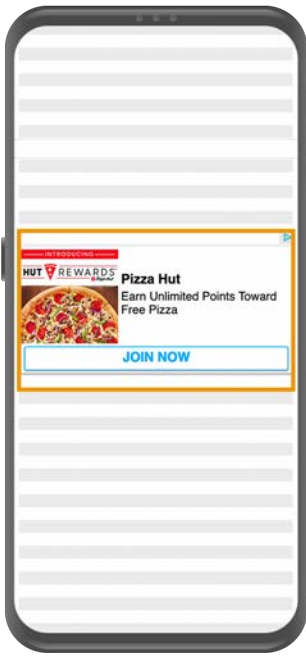
FLEXCARD • DEMO LINK

Native text+image with a prominent call-to-action.

FLEXBANNER • DEMO LINK

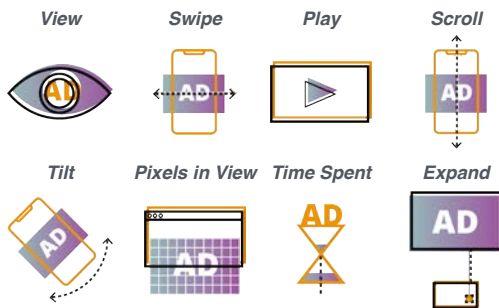Standard 300x250 ad with optional animation effects.

ATTENTION ANALYTICS

Use an AEROS PMP to optimize any campaign. These are PMPs designed to improve your KPIs. AEROS Attention Analytics picks up on human attention signals (gestural) and other page signals multiple times a second, factors them into unique AI algorithms, and automatically optimizes your media performance. We've seen, on average, across our AEROS campaigns on our marketplace:
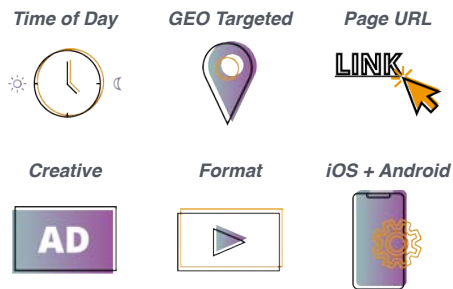
⬆ Up to **85%** average KPI lift

💰 **80%+** cost-adjusted lift

Consumer Attention Signals

| View | Swipe | Play | Scroll |
| Tilt | Pixels in View | Time Spent | Expand |

Content and Creative

| Time of Day | GEO Targeted | Page URL |
| Creative | Format | iOS + Android |

NEXT-GEN FORMATS AND CREATIVE OPTIMIZATION

Our patented formats in video, high-impact, native, and display are available across all channels (mobile, desktop, in-app). They're not only visually appealing, but they also capture attention on the front-end to find your qualified consumer. The formats are designed to generate more attention signal, which gives us more data to inform our optimizations.

Our in-house team of designers can tailor your creative at any time, with a quick 24-hour turnaround. Need to alter a deal or message? Or simply expand on an offer to make it even more visually appealing within a format? Our team provides these services for free.

SMART INVENTORY

Another way we can help your campaign perform better is through Smart Inventory. Smart Inventory understands precisely which impressions will perform better for you, minimizing waste and maximizing VCR, CTR, ROAS. This works with and without cookies as we capture actionable information on page to prevent DSPs from bidding on less desirable media. We then select the best impressions for our buyers' campaigns.

QSR

playbook

For more information, please reach out to your account manager
or email info@yieldmo.com.

yıeldmo

MAKING ATTENTION ACTIONABLE