



# The Power of Place

Winning customers when location matters.

# The Stakes in 2026 are Real

## Rising Costs & Shrinking Margins

- Inflation Outpacing Growth
- Labor & Food Costs Up
- Profitability Under Pressure

RESTAURANT  
BRAND

## Falling Traffic & Fierce Competition

- Consumers Dining Out Less
- Top Brands Gaining Share
- Competition Everywhere

The playbook for winning in this environment exists.  
Winning today is about reaching the right diner, **in the right place**, at exactly the right moment.

# Why Location Matters

**85%**

of consumer spending occurs within 15-20 minutes of work or home

**63%**

of consumers react more positively to localized ads than generic ones

**80%**

visit increase within one day of being served a mobile location-based ad

A woman with light brown hair, wearing a green knit sweater and large earrings, is sitting on a light-colored couch. She is smiling and looking down at a tablet computer she is holding in her hands. The background is a softly lit living room with a lamp and pillows.

Location is important, but it isn't everything.

U.S. consumers spend an average of **7 hours per day on media** - across TV, internet, and mobile

# The Full Picture – Connecting Online and Offline

Where they live. Where they click. Who they are.

## Online

### Search Behavior

- Quick dinners
- Event tickets

### Visited Websites

- Parties and entertaining
- Food and drink
- Pop culture



## Offline

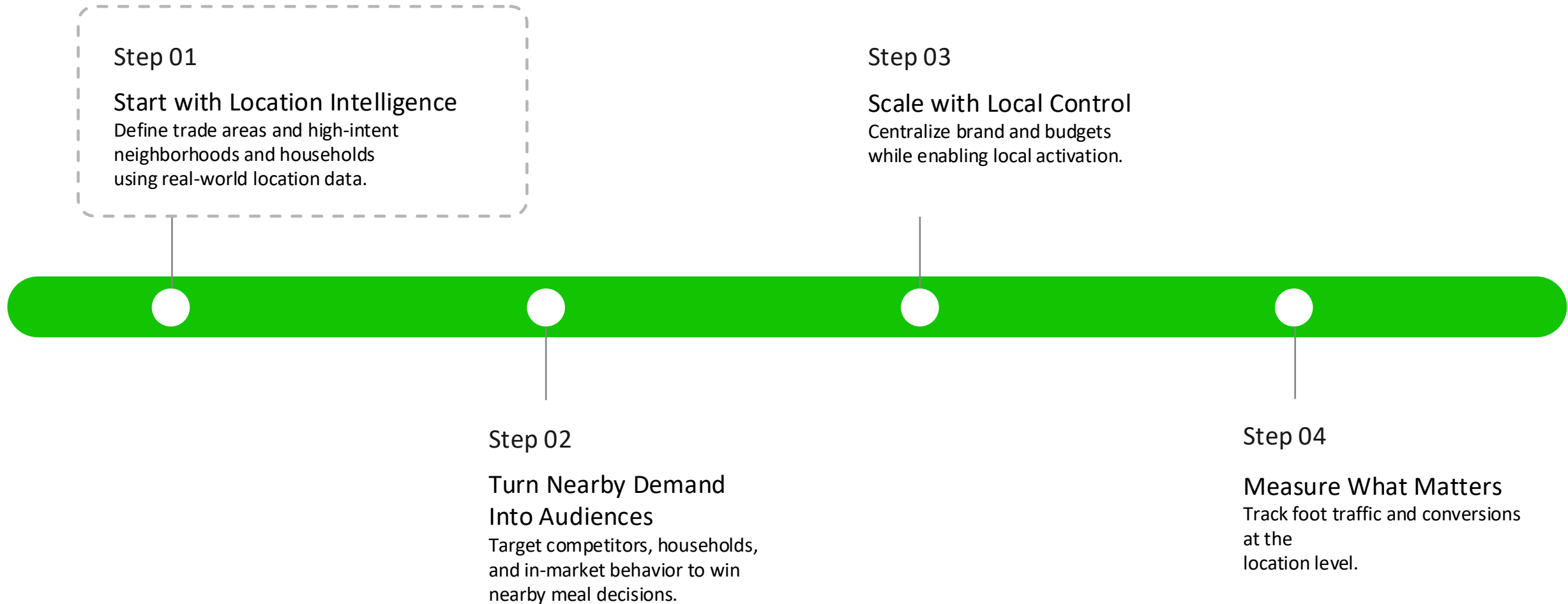
### Census Data

- Age 18-34
- Female
- College graduate
- Homeowner
- Married
- HHI > \$100,000

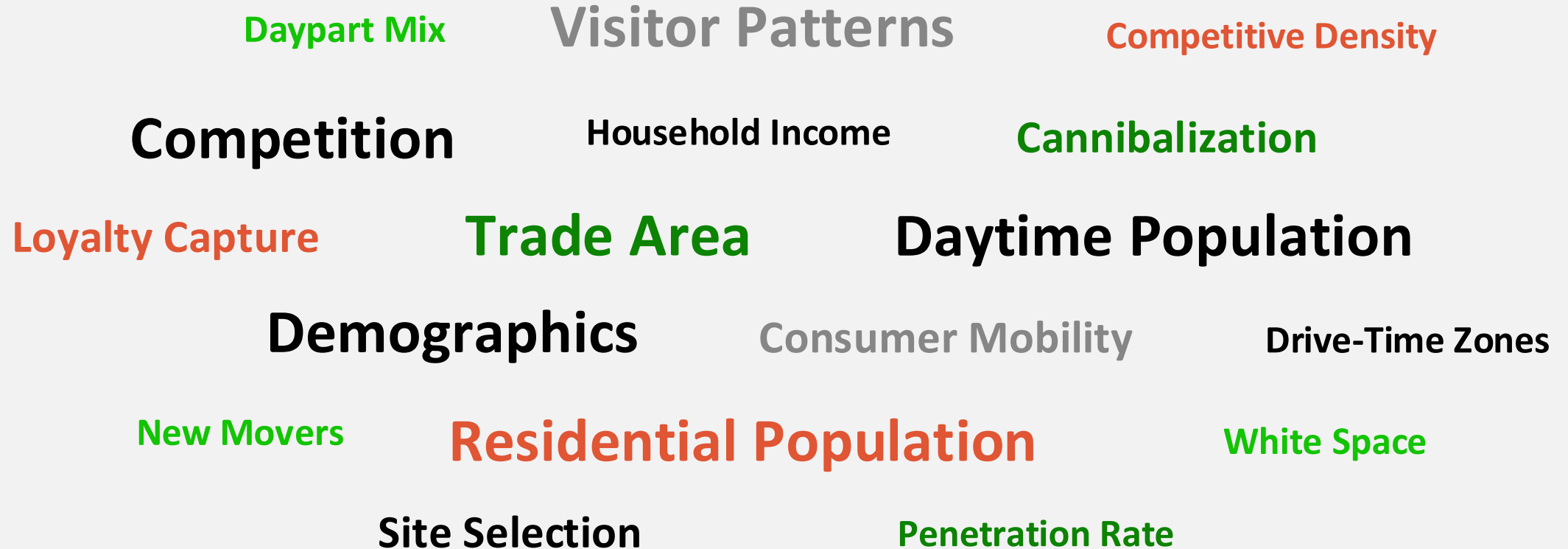
### Purchase Behavior

- Bought concert tickets
- Visits fast casual restaurants

# The Playbook for Winning When Location Matters



# What Is Important to a Location-Based Business?



# Understand Where Demand Lives and How It Moves

Go beyond basic radius targeting with real-world movement data

## Define Trade Areas

Map where customers actually come from using real visitation data, not generalized radius assumptions.

## Understand Customer Movement

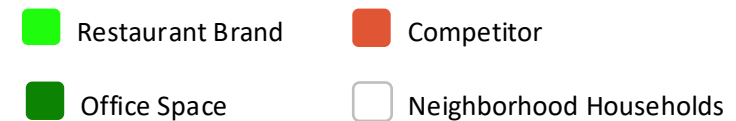
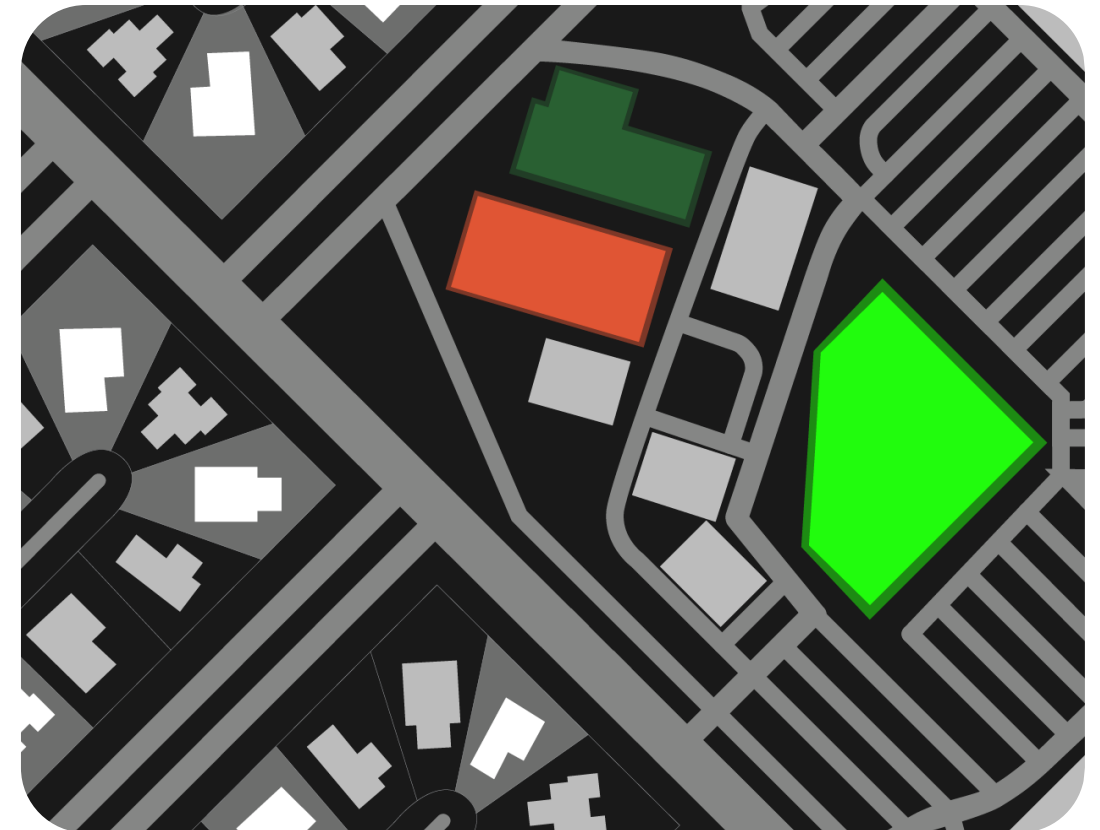
Learn where your customers spend time before and after visiting, such as home, work, and daily stops.

## Identify Relevant Locations

Define nearby businesses and competitor locations that influence where diners choose to go.

## Leverage Location Insights

Use this data during planning to target the right areas, adjust messaging, and focus spend where it will drive more visits.



# The Playbook for Winning When Location Matters

## Step 01

### Start with Location Intelligence

Define trade areas and high-intent neighborhoods and households using real-world location data.

## Step 03

### Scale with Local Control

Centralize brand and budgets while enabling local activation.

## Step 02

### Turn Nearby Demand Into Audiences

Target competitors, households, and in-market behavior to win nearby meal decisions.

## Step 04

### Measure What Matters

Track foot traffic and conversions at the location level.

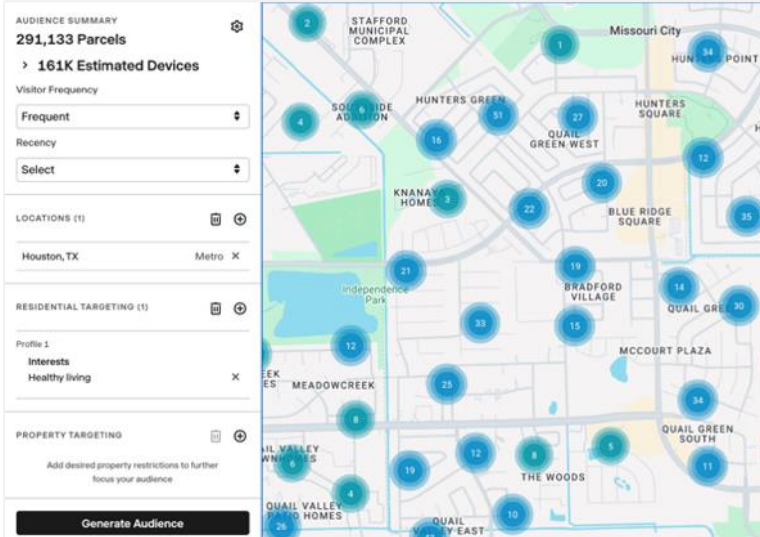
# Activate Location Intelligence as Audience Strategy

## Geo-Fencing



Conquesting | Grand Openings  
Point-of-Interest | Loyalty

## Addressable



Household Precision

## Local Online Behavior



Keyword Search | Category Contextual  
Engagement Signals

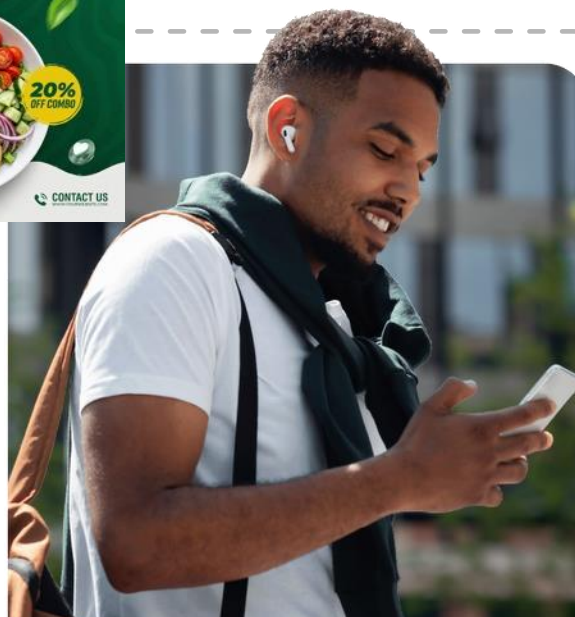
# Layering Signals to Sharpen Your Audience

## Keywords

- Healthy Eating
- Running
- Sleep Patterns

## Websites

- Healthy Food
- Fitness
- Wellness



## Target Buyer

Age	Gender	Location
18-34	Male	NYC

## Demographics

- College graduate
- Renter
- Single income
- HHI > \$100,000

## Purchase Behavior

- Purchased running shoes
- Visits quick service restaurants

# From Interest to Action Across Every Touchpoint

## Offline Retargeting



- Visited a competitor location
- Match target demographic and live in a household nearby
- Visited a point-of-interest

## Online Retargeting



- Engaged with an ad
- Searched for relevant terms
- Read relevant content
- Visited specific website pages

# Turn Consideration Into Action

Replacing broad audience segments with precise, intent-driven signals means every dollar works harder, reducing wasted impressions and driving smarter budget decisions. That precision is what accelerates the path from consideration to action.

## Audience Segments

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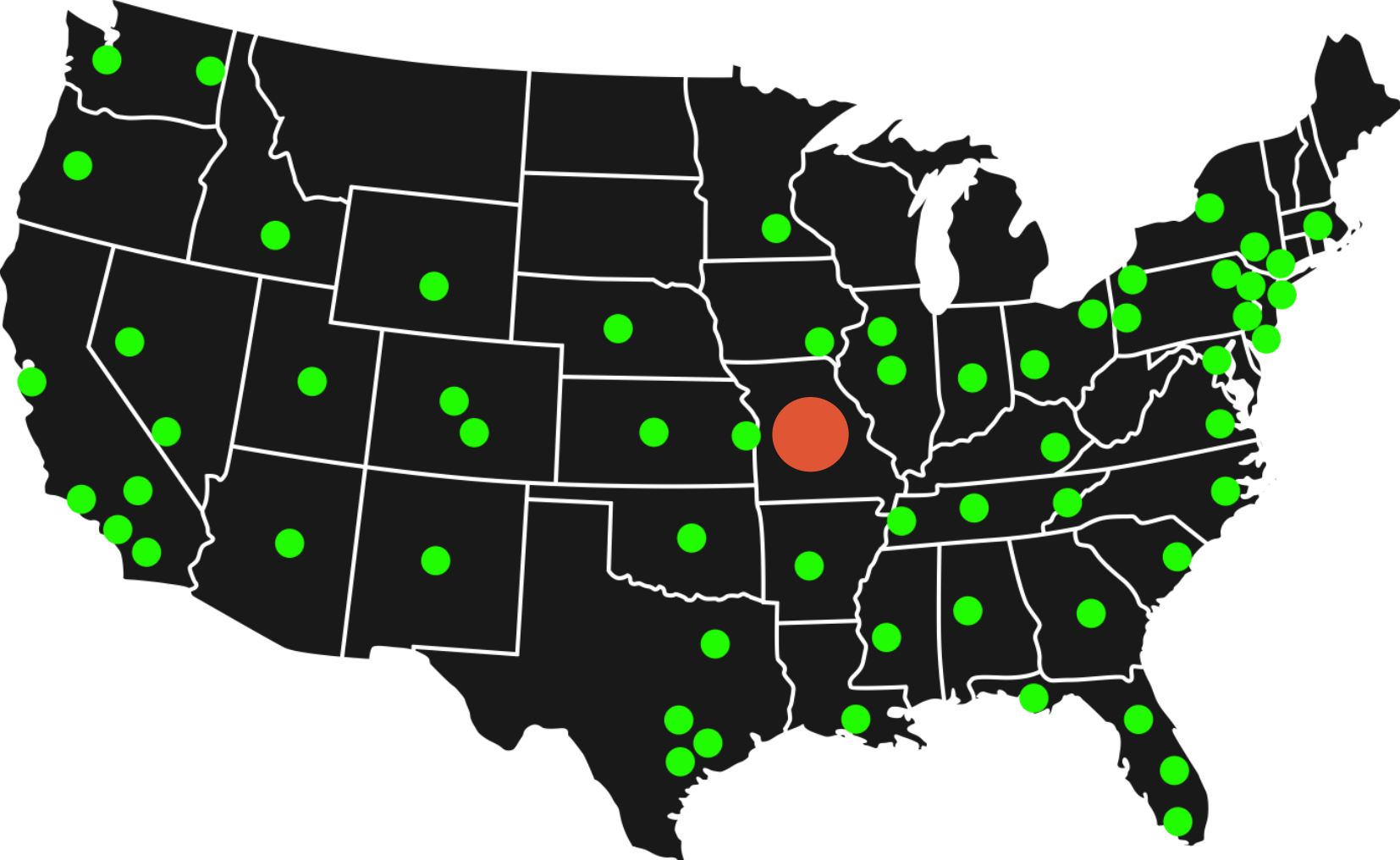
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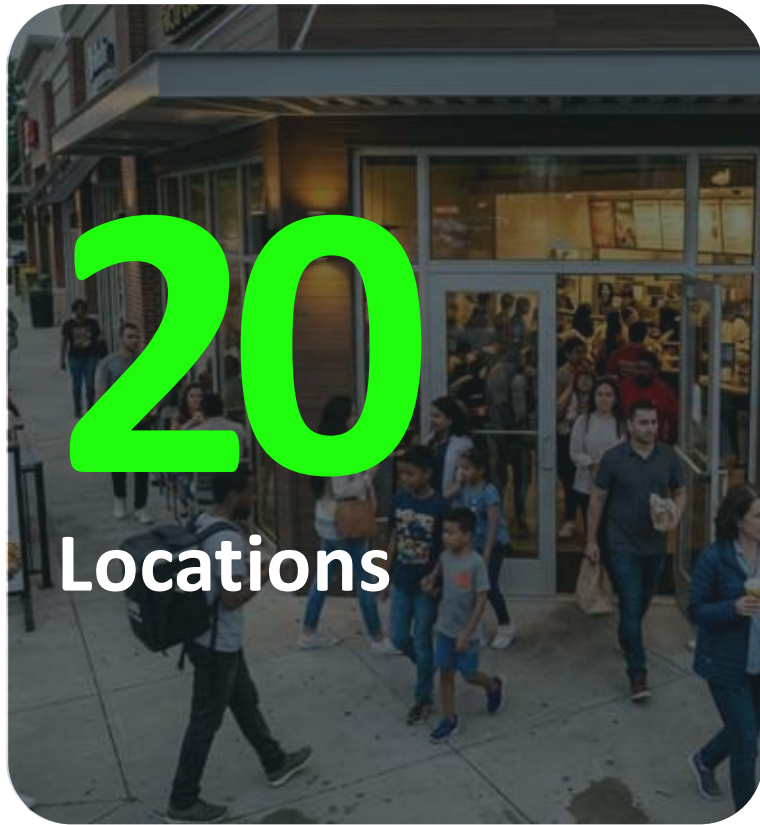
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# The Gap Between Brand Strategy and Local Reality



# Variables Start to Stack Up



# The Complexity of Going Local at Scale

## 01

### Too Complex for Local Operators

Managing campaigns across dozens or hundreds of locations requires more resources and expertise than local teams can support.

## 02

### Brand Inconsistency at the Local Level

Decentralized advertising leads to off-brand creative, unapproved offers, and fragmented messaging.

## 03

### Reporting That Doesn't Connect

Corporate sees aggregates and local teams see nothing meaningful, leaving both without clear, actionable insight.

# What It Takes to Scale Local Advertising

The solution isn't asking local operators and owners to become media buyers. It's giving them a system that does the heavy lifting for them, within brand guardrails.

## 01

### Frictionless Local Activation

Pre-approved campaigns launch in minutes. No expertise needed, operators simply select their market and budget.

## 02

### Centralized Brand Control

Corporate defines creative, geo boundaries, and budget guardrails once, every campaign follows automatically, eliminating brand risk.

## 03

### Real-Time Shared Visibility

Each stakeholder sees what matters, from location performance to full system impact—tied to real-world outcomes.

# Multi-Location Advertising, Made Simple

Bring order to the chaos of multi-location advertising. One portal. Consistent campaigns. Scalable execution. Introducing Simpli.Hub -- built for franchise networks that need to move fast without sacrificing local precision.

## Customizable brand storefronts

- White-labeled portal reflects your brand experience
- Seamless order management from a single interface

## Guided ordering with near-zero training

- Operators select pre-built campaigns in a few clicks
- No media expertise needed

## Built-in brand guardrails

- Brand standards, approved creatives, geo limits, and offer parameters are locked in at the system level
- Ensures consistency across every location, every time

The screenshot displays the Dough Boy Storefront interface. At the top, the navigation bar includes 'Home', 'Orders', 'Results', and 'FAQs', along with a 'Cart' icon. The main header features the Dough Boy logo and the text 'Packages franchise members love ❤️ Company approved and will show results!'. Below this, there are filter buttons for 'All', 'Mobile', 'Web', 'Television', and 'Music & Podcasts'. The main content area is a grid of advertising packages:

- Recommended:** Spring Sprinkles, \$2,000/month, 200,000 ads/month.
- Most Popular:** Cheaper by the dozen, \$1,000/month, 100,000 ads/month.
- New:** Bogo Special, \$500/month, 1,000 ads/month.
- New:** Donuts & coffee, \$500/month, 1,000 ads/month.
- Recently Purchased:** 1/2 Mondays, \$100/month, 500 ads/month.
- Best Deal:** Free Donut holes Promo, \$100/month, 500 ads/month.

Each package includes an 'Add to Cart' button and a 'View' button. At the bottom, a green section titled 'Why Simpli.fi' highlights three key features: 'Hyperlocal Precision' (Reach customers within miles of each location), 'Multi-channel Reach' (Mobile, web, streaming, music and podcasts all in one place), and 'Accurate Results' (Real time dashboards to show ad spend and results). The footer indicates 'Storefront powered by Simpli.fi' and '© 2026'.

# Reporting and Control Across Every Location

## Tiered reporting across every level

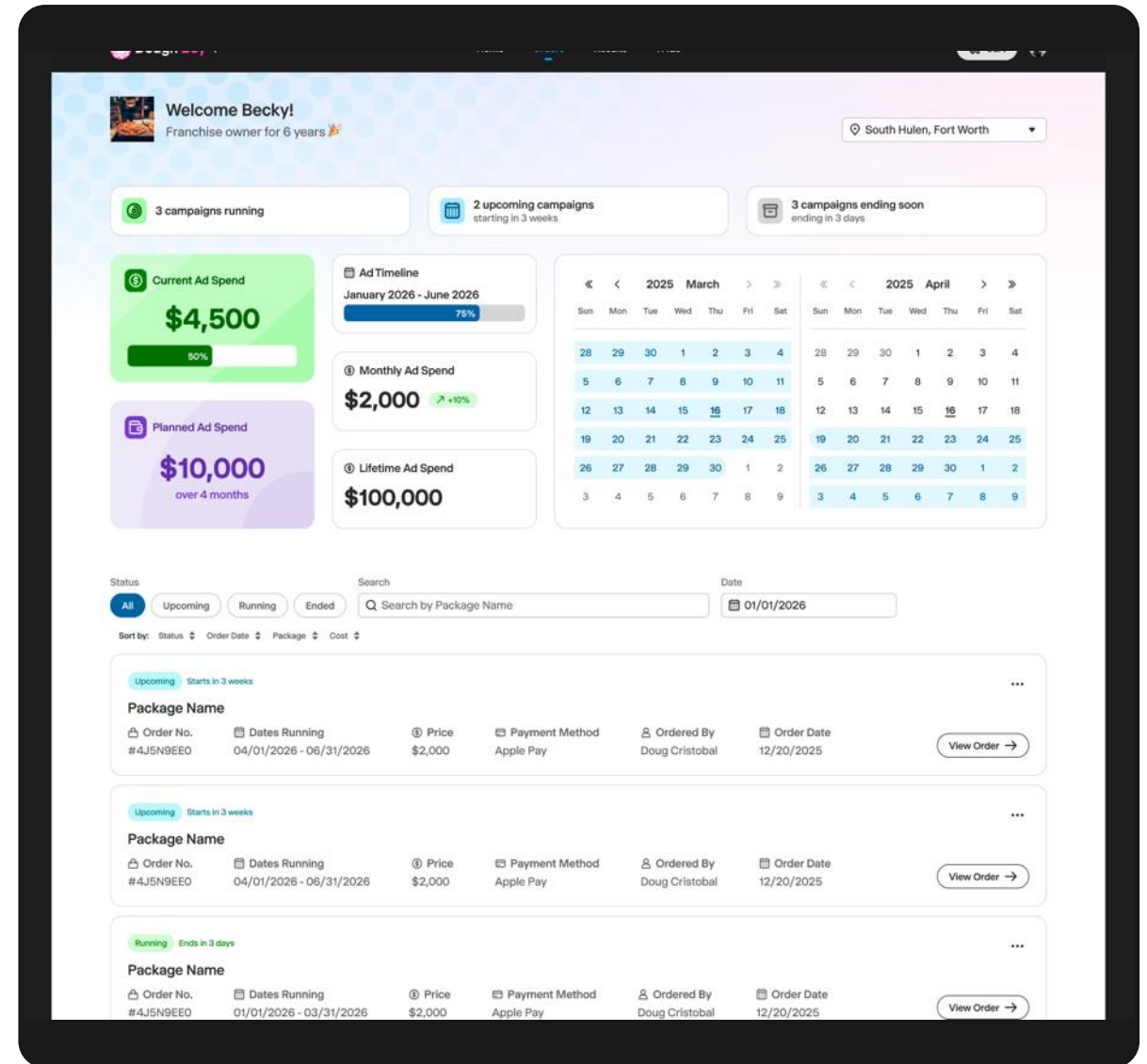
- Each stakeholder sees their slice — location, region, or full brand
- Performance tied to real-world visit outcomes

## Full campaign visibility

- Track active, upcoming, and completed campaigns in one place
- Monitor spend against budget at every level

## Infrastructure that scales with you

- The same infrastructure that powers a 5-location regional chain works seamlessly for a 500-location national franchise



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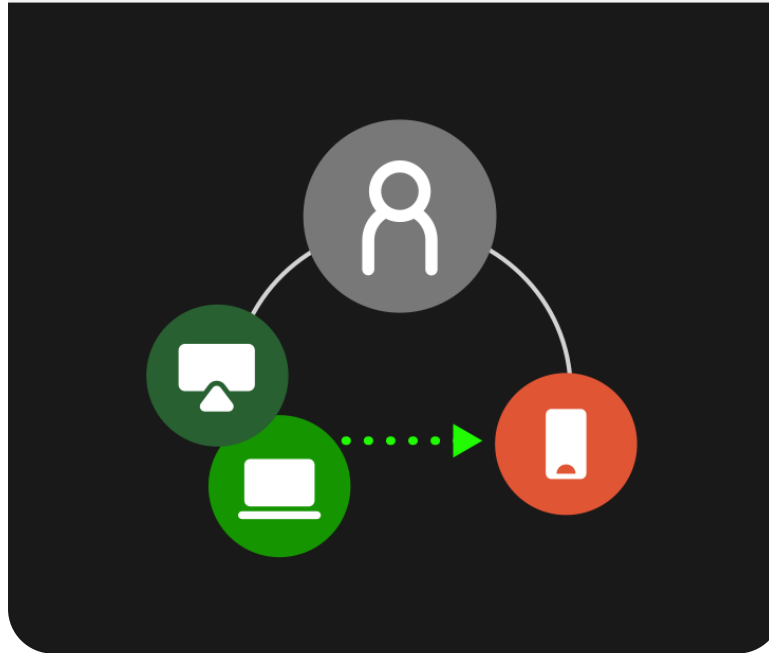
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# Measurement That Connects to Real-World Outcomes

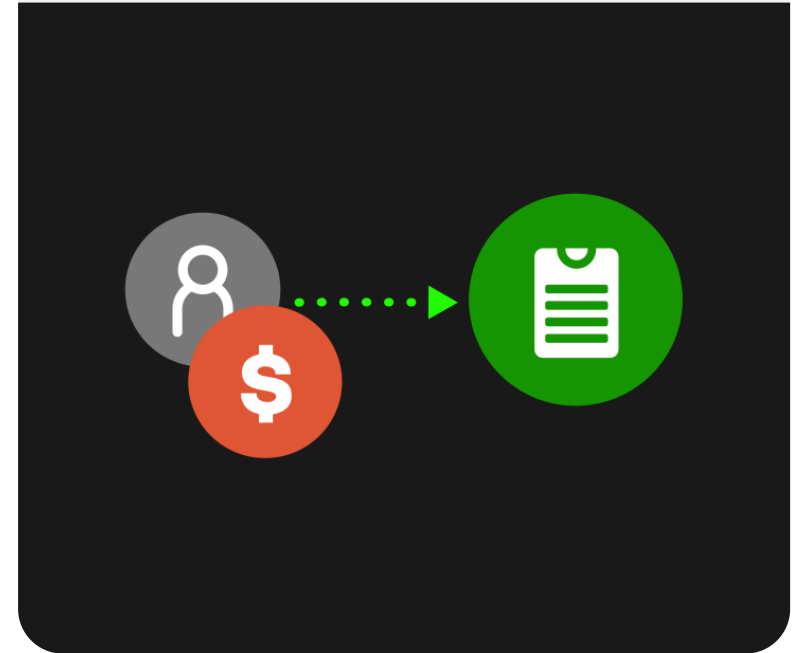
Foot Traffic



Cross-Device Attribution



Revenue Impact



CASE STUDY

# Winning Customers When Location Matters

# National QSR Increases Online and Pick-up Orders

## The Challenge

National smoothie chain wanted to drive online and pick-up orders across their 156 locations.

## The Solution: Find. Remind. Convert.

Pinpoint likely customers living near storefronts or visiting competitors and maintain top-of-mind brand awareness across their devices until an order is placed.

# The Playbook and Results

- 01** **Location Intelligence:**  
Targeted 335,000+ high-value households near storefronts using precise location and demographic filtering.

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- 02** **Turn Demand Into Audiences:**  
Served ads to competitive restaurant visitors and re-engaged website visitors to keep the brand top of mind through conversion.

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- 03** **Scale with Local Control:**  
Deployed 1,200+ competitor geofences and 156 conversion zones around restaurant locations, with creative variations tailored to specific menu items.


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- 04** **Measure What Matters:**  
Tracked the full path from ad to action — conversion pixels captured online orders, conversion zones measured in-store foot traffic.

**25%**

Increase in Visits  
Week Over Week

# Want to Learn More?



Come visit us at Booth #136 to sign up for access to our Simpli.hub beta and a complementary assessment of your location-based advertising opportunities