



SPIQE ×  QSR Brand

Helping Navigate Sponsorship in a Metropolitan Area





The Challenge

The QSR brand and their agency approached SPIQE with the idea of analyzing local retail sales impact metrics to better understand team partnership spend and asset allocation across the New York and Boston markets.

Of key interest was finding out which teams were driving positive ROI, and how to optimally mix sponsored properties across different leagues in the two metro areas.



The Strategy

1



Using credit card purchase data from a partner, SPIQE identified millions of the QSR brand's customers in the two metro areas. Using SPIQE's Sport Audience Graph, customers were then split into fans and non-fans of teams that were part of the brand's sponsorship portfolio.

2



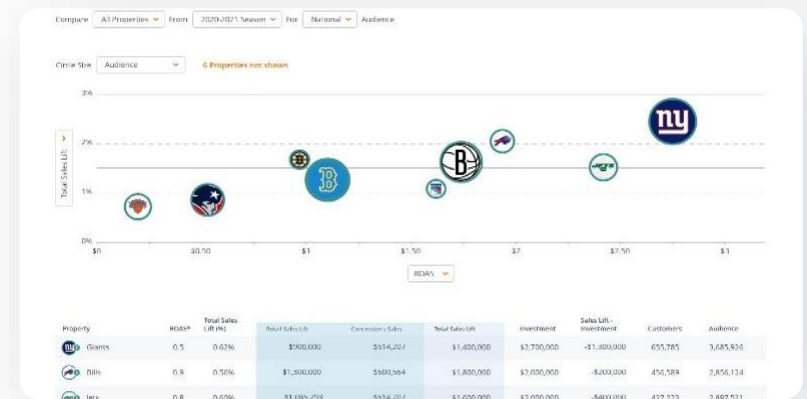
The purchase behavior of both groups was compared across multiple seasons in a privacy-compliant manner to determine the sales lift attributed to fans of those teams.

3

SPIQE completed the delivery of the initial project through a digital dashboard, which combined retail ROI with in-stadium sales and sponsorship investment.



This dashboard provided the brand with key metrics such as sales lift and ROI per property.



The Result



After a positive first project delivery the team at the QSR brand asked for higher resolution data. SPIQE was able to provide sales impact metrics to the zip code level, helping inform the brand's future activations in-market.

This additional iteration provided the brand a picture of not only which properties are providing a sales lift, but also what percentage of a metro area's fans they reach with each property – a saturation point – helping them navigate how to get the best return on sponsorship spend in markets with multiple sports properties.



SPIQE

Interested in what we can
do for your brand?

✉ Contact us: info@spiqe.com