



Sizmek DSP cooks up 60% higher performance for Denny's

GOAL

Appeal to dining consumers in a crowded online marketplace

Denny's is a full-service pancake house/coffee shop/fast-casual family restaurant chain. It operates more than 1,600 restaurants in the United States (including Puerto Rico), Canada, El Salvador, Curacao, Costa Rica, Venezuela, Honduras, Japan, Mexico, New Zealand, Qatar, and the United Arab Emirates. Denny's is known for always being open, serving breakfast, lunch, dinner, and dessert around the clock.

The chain was looking to build consideration for the Denny's brand and drive consideration above Denny's competitors, specifically in the male age 25-54 demographic.

Sizmek provided Denny's agency, Optimedia, with a solution to pay for only impressions delivered in-target and provide measurable results. Sizmek had driven exceptional performance for the agency's other clients, so the agency wanted to expand the relationship with a new client.

Sizmek DSP's Brand With Audience Guarantees and Survey-Based Optimization solutions enabled campaigns to reach individuals in its most desired demographics and appeal to dining consumers in a crowded online marketplace.

Working with Sizmek, Denny's campaigns learned and improved, revealing that:

- Males between 35-39 years old and people earning between \$30,000-\$39,999 were the highest converters
- Mississippi, Ohio, and Oklahoma showed the highest lift
- Individuals whose past purchase history included cameras, ice cream, and baking supplies were most likely to click on the ad

SOLUTION

Deploy Sizmek DSP's targeting solutions

Sizmek DSP's Brand With Audience Guarantees and Survey-Based Optimization provided Denny's with:

- 60% better performance than market norms
- 33% lift in brand consideration

RESULTS

60% higher performance vs. benchmarks

"Scaling the Denny's programs to key customer segments across channels has been a big focus. We're very impressed by Sizmek's results. Sizmek delivered on-target reach with consistent performance 60% better than market norms, and it was also able to deliver a 33% lift in brand consideration."

BRETA RAE KENNEDY,
ASSOCIATE MEDIA DIRECTOR, DENNY'S TEAM OPTIMEDIA SF

About Sizmek

Sizmek is the largest independent buy-side advertising platform that creates impressions that inspire. In the digital world, creating impressions that inspire is vital to building meaningful, long-lasting relationships with your customers. Sizmek provides powerful, integrated solutions that enable data, creative, and media to work together for optimal campaign performance across the entire customer journey. Our AI-driven decisioning engine can identify robust insights within data across the five key dimensions of predictive marketing—campaigns, consumers, context, creative, and cost. We bring all the elements of our clients' media plans together in one place to gain better understanding for more meaningful relationships, make every moment of interaction matter, and drive more value across the entire plan. Sizmek operates its platform in more than 70 countries, with local offices in many countries providing award-winning service throughout the Americas, EMEA, and APAC, and connecting more than 20,000 advertisers and 3,600 agencies to audiences around the world.

To learn more about how Sizmek can help your business, contact your account representative or a Sizmek pro at go.sizmek.com/contact.