

RESTAURANTS



TRENDS IN RESTAURANTS

- Sales on digital restaurant marketplaces, such as Grub Hub, Uber Eats & DoorDash, more than doubled in 2020. This trend is expected to continue in 2021 with an anticipated yearly growth rate of 22.3%.
- 44% of Americans say they are comfortable dining out right now.
- Outdoor dining remains the preferred option with 53% of Americans feeling safe dining al fresco
- Restaurants have a growing opportunity to advertise on safety and comfort while reminding customers of the tasty meals they've missed in the past year

Sources: eMarketer, Morning Consult

TARGETING TO CONSIDER

Below are some targeting options for the restaurant vertical. Display, native, and video assets can be used to execute this targeting. Adjust targeting based on campaign goals and target audience.

- **Audience Targeting** – Reach an audience that has shown a behavior or interest related to dining. Foodies, Fine Dining Enthusiast, Interest: Restaurants & Dining
- **Hyperlocal** – Use GPS location to reach people who are in the general location or delivery zone of the advertiser's restaurant.
- **Run of Network** – Expand the plan's reach while also having the ability to optimize quickly and efficiently.
- **Mobile Location Retargeting** – Reach an audience based on past locations as it relates to the advertiser's restaurant category. National brand competitors, cuisine type, type of restaurant.
- **Retargeting** – Re-engage users who have already shown an interest in the advertiser.