VideoForce.ai CASE STUDY

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QSR CUSTOMER SUCCESS STORY

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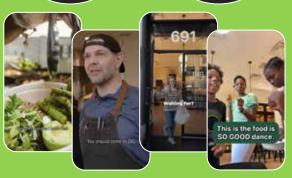
DIC, a popular restaurant chain, faced a challenge in driving higher engagement and efficiency in its paid advertising efforts. With average click-through rates (CTR) lingering between **0.2% and 0.3%**, their ads were struggling to capture audience attention. That's where VideoForce.ai stepped in, leveraging its AI-driven ad optimization system to enhance DIC's ad creative and targeting strategy.

CAMPAIGN GOAL

Scale Profitably

By systematically testing and refining creative elements, VideoForce.ai helped DIC achieve a **dramatic improvement in engagement**, with most ads surpassing a **0.6% CTR**—including a standout ad that reached **1.4% CTR**, more than **4x their previous average**. This surge in engagement not only improved ad performance but also drove down costs significantly.

1.4% CTR for top ad 400% CTR improvement



THE SOLUTION

WideoForce.ai Video Ad Creator

As a result of VideoForce.ai's optimizations, DIC's cost per click (CPC) plummeted from \$5.38 in July to \$2.66 in August, and further to just \$1.87 in September.

By making each ad dollar work harder, DIC was able to reach more potential customers while keeping acquisition costs low.



RESTAURANT CUSTOMER SUCCESS STORY



VideoForce.ai's transformation of DIC's ad creative underscores their ability to turn underperforming ads into high-impact, cost-efficient campaigns, helping DIC grow its audience and drive **more traffic** with **less spend**.