

VideoForce.ai

CASE STUDY

DIG.

Experiential Entertainment Museum

DIC.

Museum of Ice Cream (MOIC) is an art installation and experiential museum that operates in several cities across the



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

Campaign Goal

Reduce Cost Per Purchase From Paid Media



THE SOLUTION

VideoForce.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

Platform:
META

Timeframe:
**July - Sept
2024**

Objective:
PURCHASE

Service:
VIDEO ADS

DIG.

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**.