

Salsarita's Fresh Mexican Grill leans on Roku Ads Manager to elevate brand awareness.



Salsarita's growth focus is on increasing penetration in existing markets in the Eastern half of the United States, as well as further growth opportunities at non-traditional restaurants such as universities, airports, businesses and others.

The Challenge

Building awareness and staying top of mind is critical in the always competitive fast-casual vertical. Salsarita's is expanding their catering business, which requires shifts in ad strategy that build intent for group functions and not just family dinner.

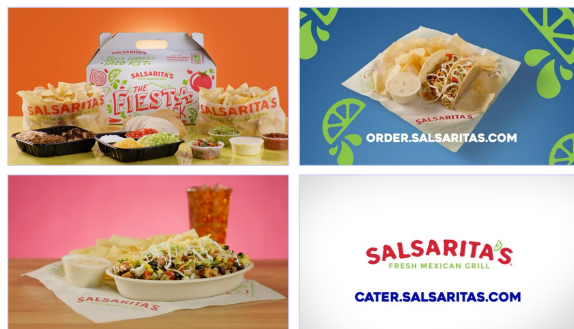
The Opportunity

Salsarita's saw an opportunity to reach homes in new markets on the largest screen in the home. They wanted a commitment-free but performance-focused streaming ad solution that could provide efficient reach targeted to specific geos to spur awareness.

The Approach

To break through in new markets, Salsarita's built geo-targeted campaigns to maximize impact in core locations. To do so, Salsarita's set up monthly campaigns with different creative executions, delivering unique messaging around their fresh offering, online capabilities, and catering.

Awareness campaigns optimized towards unique reach, driving efficiency while reaching as many homes as possible within tightly targeted markets.



The Results

Reach

524k

Unique Homes

Efficiency

\$0.08

Cost-Per-Unique Home

Engagement

98%

Video Completion Rate

The ability to quickly build campaigns, engage support teams, and deliver at scale in targeted markets has resulted in Ads Manager becoming Salsarita's top choice for deploying streaming ad dollars.

Based on the results so far, the Salsarita's team continues to innovate with more marketing spend, testing new creatives, audiences, and tactics on Roku Ads Manager.

"Reaching families together is a powerful way to deliver our fresh-first message, and Roku Ads Manager was the best way to get our ads into the living room. Big screens make big impacts, and Ads Manager helped us prove that."

Kelly Cooke • CMO, Salsarita's Fresh Mexican Grill

Ads Manager is constantly evolving, and we're grateful for partners like Salsarita's who continue to push the boundaries of what streaming ads can do.

Click here to learn more about **Ads Manager**, or visit: ads.roku.com/signup