

Basis & Innocean Turn Franchise Complexity into 23.76% Foot Traffic Growth

THE CHALLENGE

Innocean needed to scale campaign execution, improve spend efficiency, and maintain performance without increasing operational overhead. They turned to Basis to bring structure, automation, and data-driven decisioning to their media operation.

They manage media for Wienerschnitzel, a franchise brand with 300+ stores, co-op funded budgets, and frequent promotional cycles (including Wiener Wednesday). The franchise structure centered by equitable budget distribution across all stores but challenged with:

Geographic inefficiencies	Standard five-mile targeting failed in rural markets, leaving unspent budgets.
Operational strain	Changing bandwidth demands between 60+ to 200+ monthly line items, planning and QA was overwhelmingly manual.

THE SOLUTION

Sharper Targeting and Timing

Innocean replaced default radius targeting with data-backed geographic targeting using Placer.ai, census, and zip-level data, then shifted from always-on delivery to concentrated flighting just before peak days to drive strong response for the promotion.

Faster, More Disciplined Execution

A standardized 15-day campaign launch framework brought structure to 200+ monthly line items, while a data-backed calculator set clear, pre-validated spend thresholds that sped up planning cycles.

Unified Omnichannel Activation

Programmatic, YouTube, social, and direct campaigns were centralized on Basis, giving Innocean a single view for optimization and performance across every channel.

AS A RESULT

As the Wiener Wednesday campaign gained traction, media investments shifted from launch-level support to reminder-focused messaging, demonstrating the team's ability to sustain business impact more efficiently over time.

ABOUT INNOCEAN

Innocean is a full-service agency based in Huntington Beach, CA, serving clients across auto, CPG, and QSR sectors. Since 2022, they partner with Wienerschnitzel to scale their seven-figure digital media program and utilize Basis as its media management technology platform and media services partner.

Industry:
Marketing & Advertising,
Restaurant & Dining

Location(s):
USA

Key Goals:
Automation, Campaign Efficiency,
Media Spend Efficiency

THE RESULTS

23.76%

increase in foot traffic during typically slow QSR months YoY (2025 vs 2024)

\$1M+

in incremental media investment

24%

more efficiency in campaign's programmatic CPM delivery

24%

increase in budget for 2025 (compared to 2024)

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Basis has been a transformative partner to the Wienerschnitzel business, elevating our media approach through innovative strategy, measurable impact, and exceptional collaboration.

*— Leo Hernandez
Media Director
Innocean*