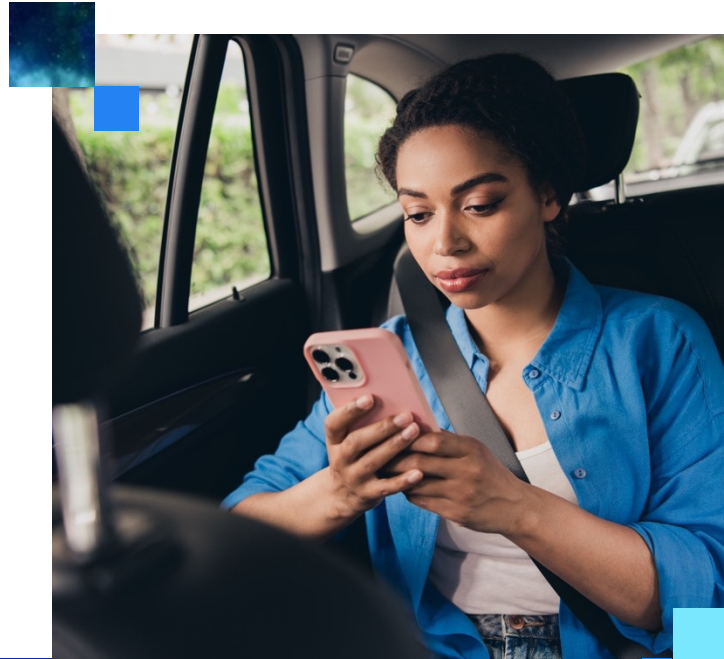


# Uber Ads Serves up a Tasty Sales Lift



## Challenge

Uber Advertising knew its platform was an effective advertising platform for QSRs and fast casual restaurants but needed an independent third-party partner and methodology to validate incremental sales. The question: did advertising create additional sales, and did it have an effect beyond Uber Eats orders?



## Solution

## Uber Advertising



To measure the true business impact of its advertising, Uber partnered with Affinity Solutions to quantify the incremental sales driven by sponsored ads across both digital and in-store channels.

- Using Affinity Solutions' Consumer Purchase Sales Lift methodology and transaction data from 100 million consumers, Uber linked ad exposure directly to real-world purchase behavior.
- Sponsored ads generated a 27% incremental sales lift across all channels, demonstrating impact beyond orders placed through the Uber platform.
- The analysis also revealed a 5% incremental lift in brick-and-mortar visits, validating that Uber's advertising drove new customer actions and sales that would not have occurred otherwise.



## Results



**27%**

### Uber Ads

Drove in sales lift  
across all channels



**5%**

### Instore Sales



**12**

Unique Campaigns

Incremental  
Sales Lift

## Notable Takeaways

### Viewer Engagement Insights

- Sponsored ads generated a significant 27% incremental sales lift, demonstrating the ability to create demand rather than simply capture existing intent.
- Campaign exposure led to a 5% increase in in-store visits, highlighting the connection between digital advertising and real-world consumer behavior.

