

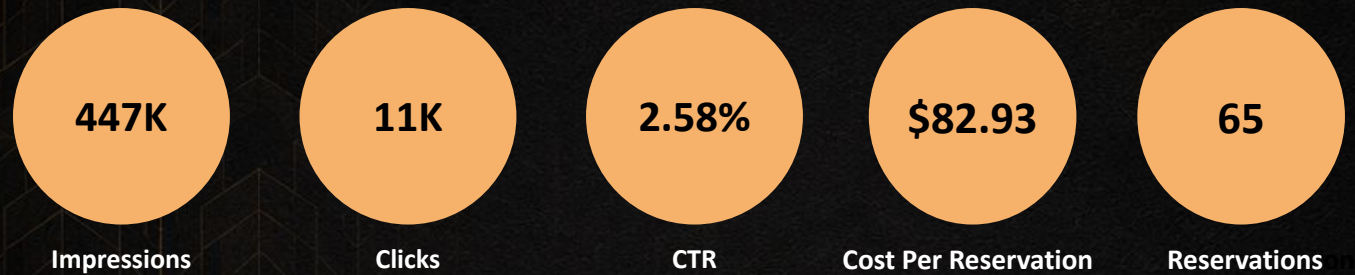


III FORKS

- EST. 1998 -

Jacksonville Campaign Review
May - June 2026

Meta Campaign Overview



The Jacksonville Meta campaign was designed to reach high-value dining audiences and drive users directly to OpenTable for reservations.

The audience strategy focused on users interested in premium dining, steakhouses, seafood, cocktails, food and wine, fine dining, and special occasion events.

Creative was split between a private dining/event-focused ad and a general reservation ad, allowing us to see which message drove stronger engagement and reservation activity.

Facebook Feed Ad Placement

Ill Forks Prime Steakhouse's Post

 **Ill Forks Prime Steakhouse** (9822 Tapestry Park Cir, Jacksonville, FL)
June 25 at 9:33 AM · 🌐

Celebrate your graduate with a private dining experience worthy of the moment. Gather family and friends at Ill Forks Jacksonville and enjoy Prime steaks, fresh seafood, and a newly renovated setting made for milestone occasions.



[OPENTABLE.COM](#)
Make Your Next Event Unforgettable

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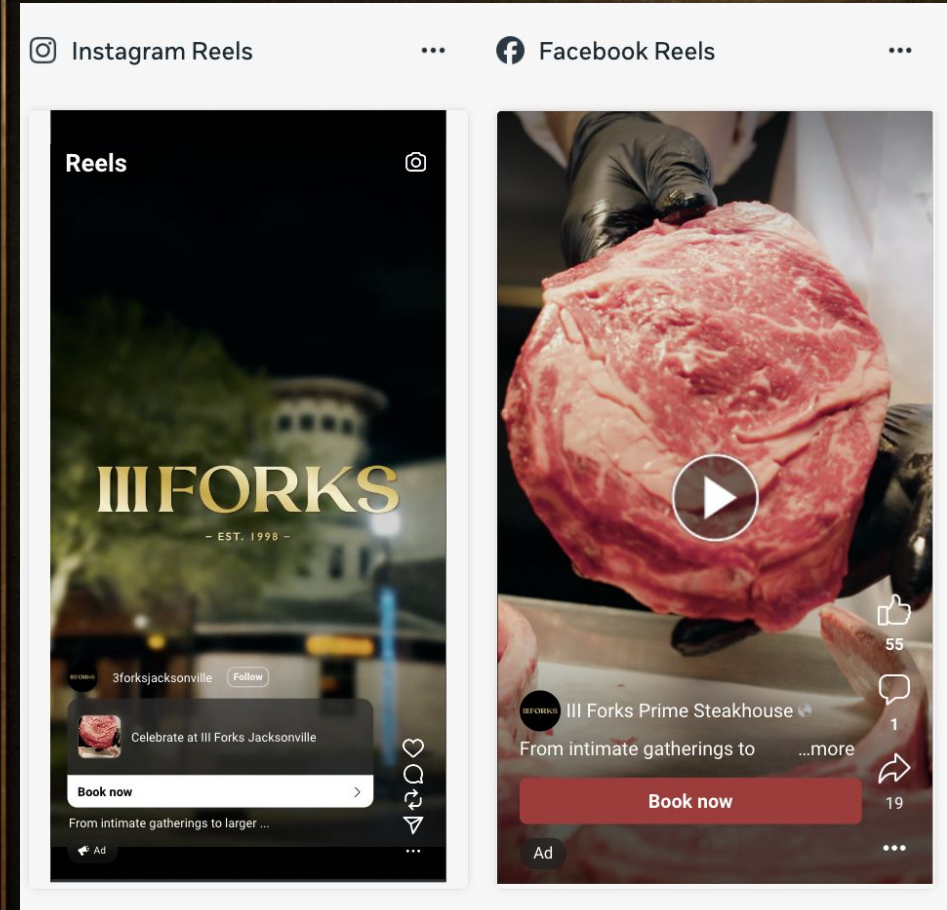
Meta Campaign Overview

Creative Performance Takeaways

The Jax Private Dining Promo was the stronger performer, generating 45 appointment scheduled actions at a \$78.00 cost per result. It also drove the highest engagement, with 28,370 post engagements, 208,232 impressions, 4,914 clicks, and a 2.36% CTR. This suggests that private dining and event-focused messaging resonated especially well with users who may be planning group dinners, celebrations, business meals, or special occasions.

The Jax Reservation Promo also contributed meaningful activity, generating 20 appointment scheduled actions at a \$94.03 cost per result. It delivered 9,381 post engagements, 120,216 impressions, 2,550 clicks, and a 2.12% CTR, showing that broader reservation-focused messaging still helped drive interest in the overall III Forks dining experience.

Instagram & Facebook Reels Ad Placement



Meta Campaign Overview



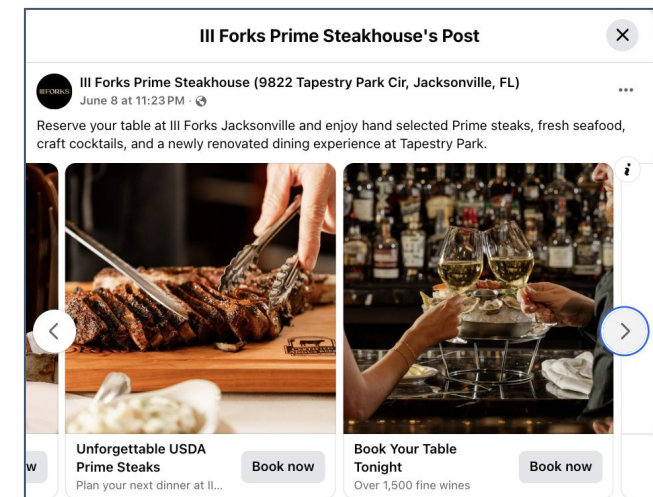
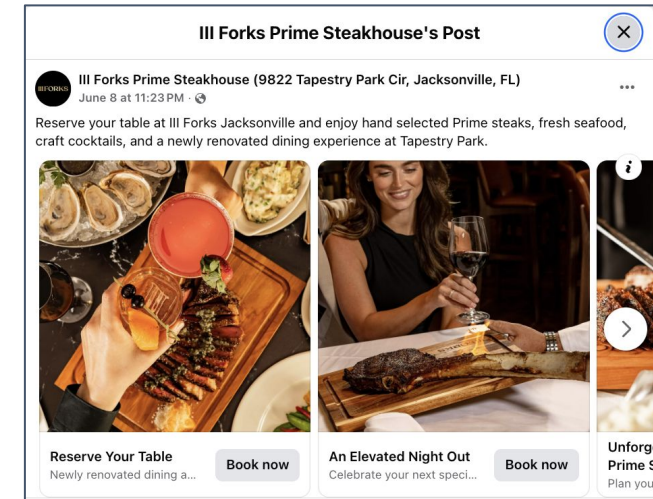
Overall Takeaway

The Jacksonville Meta campaign proved to be a strong fit for driving reservations and promoting specific dining opportunities.

The campaign delivered reservations at a manageable cost, with a \$82.93 cost per reservation. For a premium steakhouse, this is a strong signal that Meta can continue to be an efficient channel for bringing in qualified diners and supporting reservation growth.

Moving forward, Jacksonville should continue using Meta as the lead reservation channel, but with more focused creative by occasion. This will help make the ads feel more relevant to each audience and give users a clearer reason to book.

Instagram & Facebook Carousel Ad Placement



Display Campaign Overview

756K

Impressions

570

Clicks

0.08%

CTR

89

Post Impression Site
Visits

The Jacksonville display campaign helped build awareness and keep III Forks visible across the market during the May through June campaign window. The ads appeared across recognizable publisher environments, including MSN, Yahoo, Fox News, TMZ, ESPN, and News4Jax.

Because the campaign traffic was being sent to OpenTable, the 89 post-impression conversions suggest the ads helped create enough awareness and interest for users to independently seek out the Jacksonville location page after seeing an ad. This is a strong indicator that display was supporting brand recall and influencing user behavior beyond the initial ad click.

The strongest audience group from a conversion standpoint was Display Steakhouse Affinity, which generated 23 post-impression conversions. Private & Fine Dining History also performed well with 17 post-impression conversions.

Display Ad Placement

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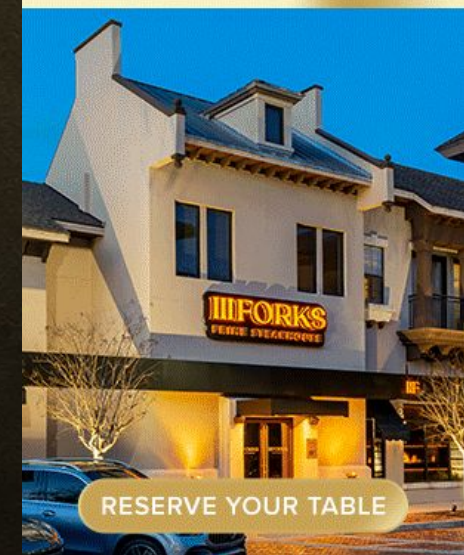
WHERE
Excellence
IS THE STANDARD



III FORKS

- EST. 1998 -

BOOK YOUR
PRIVATE ROOM
TODAY



Google Analytics Review

Jacksonville Page Performance (May-June vs March-April)

Page title ?	Views ? ↓	Total users ?	New users ?	User engagement ?	Engagement rate ?	Event count ?
Jacksonville, FL III Forks Restaurant	20,512 ▲ 45% 14,122	7,537 ▲ 26% 5,970	6,460 ▲ 22% 5,283	25:18:55 ▲ 16% 21:53:12	98.89% ▲ - 98.80%	64,261 ▲ 38% 46,473

The Jacksonville location page saw strong growth during the May through June campaign window, which is especially meaningful because the paid ads linked users directly to OpenTable, not to the III Forks Jacksonville website page.

During the campaign period, the Jacksonville page generated:

- 20,512 page views, up 45%
- 7,537 total users, up 26%
- 6,460 new users, up 22%
- 25:18:55 total user engagement, up 16%
- 98.89% engagement rate
- 64,261 total events, up 38%

Because the campaign traffic was being sent to OpenTable for reservations, the increase in traffic to the Jacksonville website page suggests that users were taking additional steps on their own to learn more about the restaurant. The strong 98.89% engagement rate also indicates that once users reached the page, they were highly engaged with the location-specific content.

Looking Ahead

Highlights and Opportunities

- Future budget should continue to prioritize Meta as the primary channel for driving bookings. Meta was the strongest reservation-driving channel, generating 65 total reservations at a \$82.93 cost per reservation.
- Lean further into private dining and event messaging. The Private Dining Promo was the strongest creative, which shows there is clear opportunity to promote Jacksonville for private rooms, group dinners, corporate events, celebrations, and special occasions.
- Utilize fresh, updated imagery and copy for for anniversaries, birthdays, graduations, date nights, business dinners, private dining, steak lovers, seafood lovers, and upscale dining audiences.
- Consider seasonal campaign pushes around high-value dining moments.
- Test premium CTV as an awareness layer. We could test CTV on premium publishers as a way to build awareness and supplement Meta. This would help keep III Forks visible in a high-quality video environment before users later engage through Meta, OpenTable, or organic search.

Recommended next step: Build the next Jacksonville campaign as a Meta-first reservation campaign, supported by stronger occasion-based creative.

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