Objectives:
• Generate awareness for the DK convenience store rebrand.
• Drive customers into Albuquerque DK stores.

Solution:
• Activated a nine-week, 12-unit OOH campaign to drive in-store traffic.
• Used RADARConnect to retarget consumers exposed to OOH ads, DK store locations, and competitor locations.

Additional Results:
• Exposed visitors were 66% more likely to visit DK locations multiple times during the campaign.
• 64% of consumers were first-time visitors within three days after viewing the OOH campaign.
• RADARConnect CTR exceeded industry average by 60%.

Source: CCO RADARConnect results and findings based on analysis of mobile campaign performance metrics; CCO RADAR / Cuebiq; December, 2019.