



# Attribution Case Study

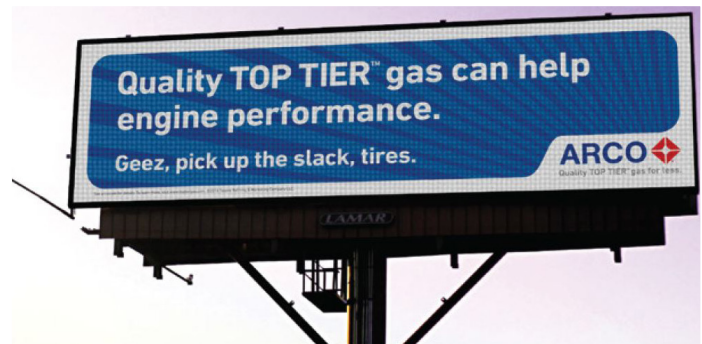
## ARCO Quality Top Tier Gas for Less Campaign

### Methodology

MFOUR used GeoValidation data and survey responses from their mobile app to determine which respondents were exposed to the OOH campaign and which were not exposed. The campaign geo-fenced the out of home billboards and targeted individuals that were 18 years of age or older and lived in Las Vegas, Los Angeles, or San Diego. MFOUR compared the responses from the unexposed and exposed groups to determine ad recall, brand awareness, and lift as a result of the OOH campaign. The campaign was implemented to determine whether the consumer remembered ARCO as a premium yet affordable gas company after exposure to OOH.

### Campaign Details

Timeframe: November 1, 2018 - November 28, 2018  
Market: New Orleans, Hammond, Baton Rouge, Lafayette  
Format: Digital Bulletins, Posters  
18+ Impression Delivery: 20,494,534 OOH Impressions,  
1,429,980 Mobile Impressions  
Campaign GRP Totals: 6303.7 GRPs



### Results

- 52% of exposed respondents recalled seeing the OOH advertising
- 66% of exposed respondents recalled ARCO offering the lowest price gas
- 61% of exposed respondents recalled ARCO being the best value in gas
- 48% of exposed respondents recalled ARCO offering high quality
- 69% of exposed respondents will or probably will purchase ARCO gas
- 6% lift in consumer recognition of ARCO offering lowest price gas
- 5% lift in consumer recognition of ARCO offering the best value gas

### About MFOUR

MFOUR is a mobile market research company that distributes questionnaires to consumers via the MFOUR survey app. MFOUR uses GeoValidation® to geo-fence billboards and determine the consumers exposed to OOH advertising. MFOUR combines the Geo-Validation data and the consumer feedback to measure KPI metrics, such as conversion and lift. Survey attribution quantifies the OOH campaign's success by revealing real consumer's perspective on ad recall, brand awareness, advertising relevance, intent to convert.