OOH Attribution Case Study - National QSR Brand

Campaign Objective

Generate awareness and consideration of Q4 2018 limited time product offers, along with store directional and brand messaging.

Solution

Utilize printed bulletins in close proximity to store locations to drive traffic.

Campaign Details

Timeframe

10/1/2018 - 12/31/2018

Quantity

57 Boards

Reach

3 Markets (Dallas, San Antonio, Birmingham)

Messaging

13 Creative Messages

Market Performance

<table>
<thead>
<tr>
<th></th>
<th>DALLAS</th>
<th>SAN ANTONIO</th>
<th>BIRMINGHAM</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recorded Impressions</td>
<td>24,132,239</td>
<td>19,440,783</td>
<td>3,530,660</td>
<td>47,103,682</td>
</tr>
<tr>
<td>Attributed Visits</td>
<td>194,726</td>
<td>129,703</td>
<td>9,133</td>
<td>333,562</td>
</tr>
<tr>
<td>Average Conversion Rate</td>
<td>0.80%</td>
<td>0.66%</td>
<td>0.26%</td>
<td>0.70%</td>
</tr>
<tr>
<td>Average Dwell Time</td>
<td>7.5 Minutes</td>
<td>7 Minutes</td>
<td>7 Minutes</td>
<td>7.3 Minutes</td>
</tr>
<tr>
<td>Lift</td>
<td>13.0%</td>
<td>9.0%</td>
<td>4.0%</td>
<td>10.0%</td>
</tr>
</tbody>
</table>
KPI's, Creative Impact, and Media Weight

The analysis underscored the importance of using appropriate KPIs for attribution measurement. The creative that consistently performed best in increasing store visitation featured the limited time product offers, followed by the directional messaging. The overall lift produced in each market also aligned with the overall impressions generated with each campaign. Dallas had the highest level of impressions and produced the greatest lift.

Store Visitation by Home Zip Code

Through the pairing of location data and user home location, InMobi was able to accurately map the home zip codes where the highest propensity of people originate from to visit an identified store location. The mapping showed consumers came from a broad section of the market to visit individual store locations.