



Out of Home Advertising Association of America

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

DALLAS	SAN ANTONIO	BIRMINGHAM	TOTAL
Recorded Impressions 24,132,239	Recorded Impressions 19,440,783	Recorded Impressions 3,530,660	Recorded Impressions 47,103,682
Attributed Visits 194,726	Attributed Visits 129,703	Attributed Visits 9,133	Attributed Visits 333,562
Average Conversion Rate 0.80%	Average Conversion Rate 0.66%	Average Conversion Rate 0.26%	Average Conversion Rate 0.70%
Average Dwell Time 7.5 Minutes	Average Dwell Time 7 Minutes	Average Dwell Time 7 Minutes	Average Dwell Time 7.3 Minutes
Lift 13.0%	Lift 9.0%	Lift 4.0%	Lift 10.0%

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.

