



# Attribution Case Study

## Wendy's Southwest Avocado Chicken Salad & Sandwich Campaign

### Campaign Objective

Wendy's launched an out of home (OOH) campaign with mobile and attribution components to promote Wendy's new southwest avocado chicken salad & chicken sandwich. The mobile portion of the campaign geo-fenced 9 OOH billboards and 5 Wendy's locations. In addition, competitor quick service restaurants Chick-fil-A, Bojangles, and Zaxby's were geo-fenced. The attribution portion of the campaign verified the number of consumers that visited a Wendy's after exposure to OOH & mobile ads. The campaign was very successful with 1,357 total verified walk-ins, 463 of which were unique. The campaign also recorded a 33.3% click ratio, which refers to the number of mobile device IDs that clicked on the ad and then visited a Wendy's.

### Campaign Details

Timeframe: April 16, 2018 - May 13, 2018  
Market: Greenville, SC | Spartansburg, SC | Anderson, SC  
Format: Static Bulletins, Posters  
18+ Impression Delivery: 2,576,404 OOH Impressions;  
1,716,580 Mobile Impressions  
Points of Interest: 9 Billboards | 6 Chick-fil-A Locations  
5 Bojangles Locations | 5 Wendy's Locations | 2 Zaxby's Locations  
Campaign GRP Totals: 27.1



### Results

- 7,807 total mobile clicks
- 45% click through rate
- +186% above industry average click through rate
- 1,357 total verified walk-ins
- 463 total unique walk-ins
- 17.3% walk-ins to click ratio