

OOH + MOBILE DRIVES VISITATION LIFT FOR QSR CHAIN

OBJECTIVE

Increase visits to QSR brand's locations across a major DMA.

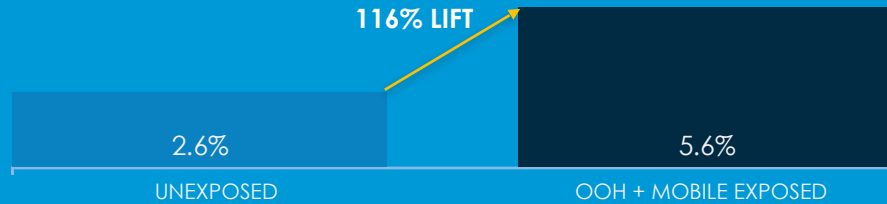
SOLUTION

Launch an **OOH + Mobile** campaign, in proximity to multiple **QSR locations**, to influence audience behavior.



Combining OOH with mobile retargeting using RADARConnect increased store visits more than 2X. Audiences exposed to the OOH media only were also more likely to visit a QSR store and do so soon after seeing the OOH ad.

VISITATION RATES FOR OOH + MOBILE EXPOSED



103%

LIFT IN STORE VISITS
AMONG AUDIENCES
EXPOSED TO THE
OOH MEDIA

45%

AUDIENCES VISITED
A STORE WITHIN
3 DAYS OF SEEING
THE OOH MEDIA