OOH DRIVES VISITS TO QSR WITH ACTIONABLE INSIGHTS

RADARProof[®]



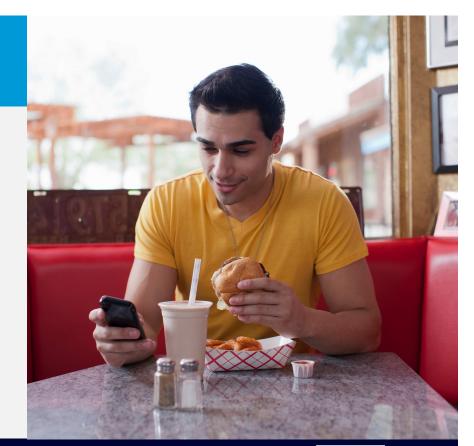
Visits Studies demonstrate strong results for QSR clients going beyond close proximity



60% of people exposed to OOH traveled more than 5 miles to visit QSR stores



A frequency of **6+ exposures drove 170% higher** visitation to QSR stores



Clear Channel Outdoor

Source: CCO RADAR / Cuebia, 2017-2018 based on visits studies for Arby's, McDonald's, Schlotzsky's and three other restaurants tracking 3.1 million total devices

