

WE SAW A 367% LIFT ABOVE THE MOBILE ALONE BENCHMARK

OBJECTIVES

Carl's Jr. used promotion to drive consumers to Carl's Jr. locations through an OOH and Mobile media strategy.

STRATEGY & TACTICS

- Flight Dates: 6/11/18 - 7/11/18
- Driving awareness and consideration for Carl's Jr.
- Proximity Targeting: Geofenced a 1-2 mile radius around Carl's Jr. locations in the Northern Arizona and Tucson area



RESULTS

367%

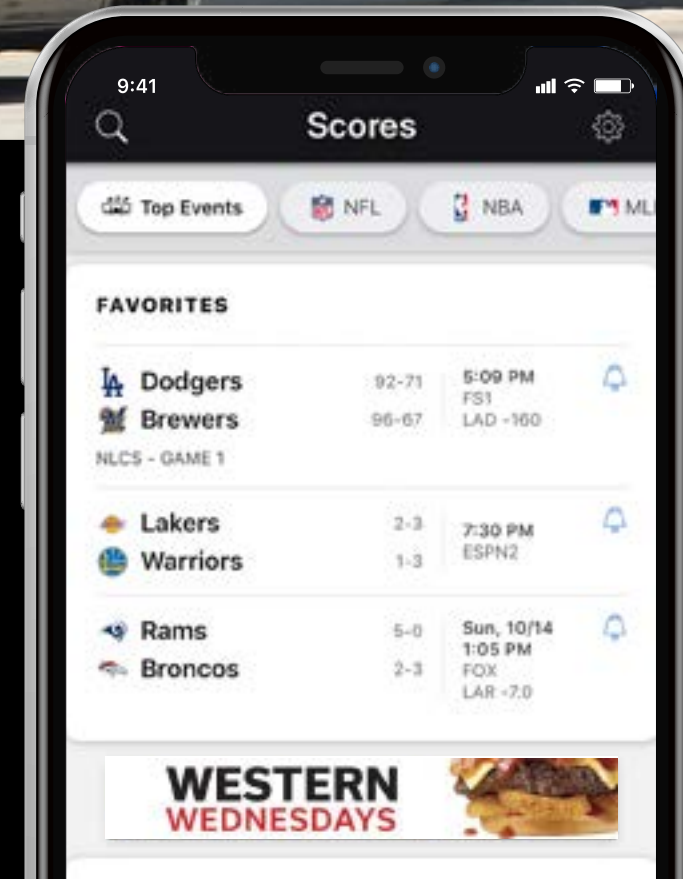
ESTIMATED LIFT IN SAR

187,137

TOTAL IMPRESSIONS

81

TOTAL SECONDARY ACTIONS



DISCLAIMER: OUTFRONT DOES NOT GUARANTEE RESULTS OR END USER ACTIVITY/ENGAGEMENT WITH RESPECT TO OUTFRONT MOBILE NETWORK CAMPAIGNS, INCLUDING, WITHOUT LIMITATION, THE CLICK THROUGH RATE (CTR), THE SECONDARY ACTION RATE (SAR) OR INCREASED TRAFFIC/VISITS, CUSTOMER INTERACTIONS, COMMERCIAL OPPORTUNITIES, REVENUE OR ROI.

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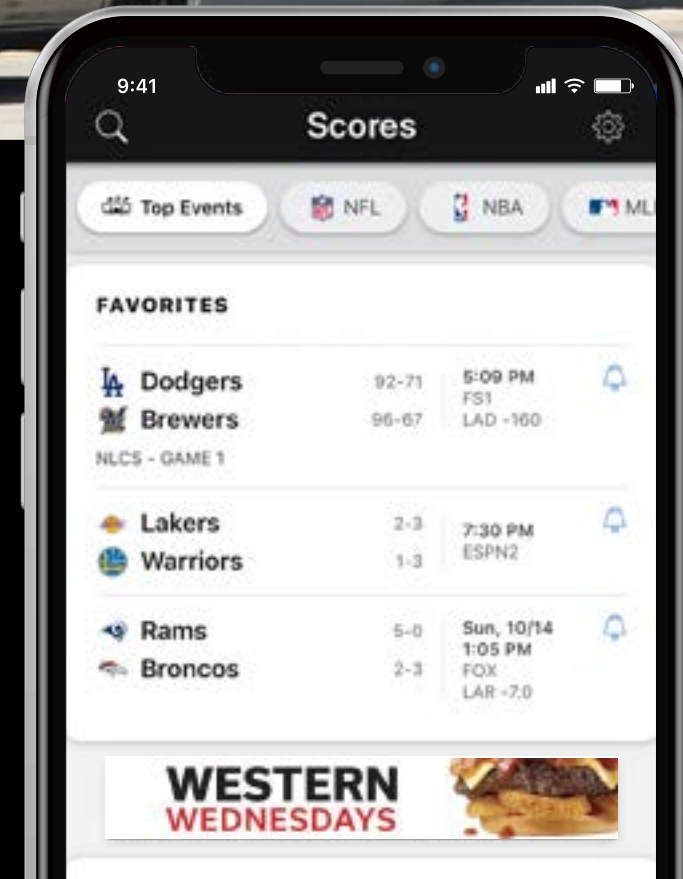
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