

OUTFRONT Mobile Network



Leading QSR Drives Store Visitation

Objective

Leading QSR franchisee uses two promotional deals to drive consumers to restaurant locations through a mobile and OOH media strategy.

Strategy & Tactics

- > Branding and promotions on targeted OOH media
- > Proximity Targeting: Geofenced restaurants and OOH locations
- > Behavioral Audience Targeting: Targeted QSR diners at a DMA level
- > Dynamic Landing Page including promotion details and directions to restaurant used to drive secondary actions
- > Blue Prints technology used to track subsequent store traffic

Significant Results

20%

Estimated lift in SAR

Above the mobile benchmark

29,452

Estimated total tracked visits

\$13.60

Return on each mobile dollar spent